

Hartley Fest

DATE: Saturday, August 23, 2025
LOCATION: Rickford, England, GB

Event Description

Hartley Fest is a premier festivals event in Rickford. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 49/100

Expected Attendance: 899 people

Event ID: B3JgTooq4KVfTV8cSn

Hotel Demand Indicators

ADR Impact Index: 5.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 360 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
