

HFMA Northern Branch: Annual Conference

DATE: Thursday, September 11, 2025
LOCATION: Chester-le-Street, England, GB

Event Description

HFMA Northern Branch: Annual Conference is a premier conferences event in Chester-le-Street. 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: conferences

Importance Rank: 40/100

Expected Attendance: 300 people

Event ID: 6tWRKydkqmj5qEBT2H

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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