

# Honey Bee Home studio clearance sale – Everything Must Go!

DATE: Saturday, October 4, 2025  
LOCATION: Birmingham, England, GB

---

## Event Description

Honey Bee Home studio clearance sale – Everything Must Go! is a premier expos event in Birmingham. 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:** expos

**Importance Rank:** 49/100

**Expected Attendance:** 898 people

**Event ID:** 7494JV74KE3WsoE63t

## 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:** 359 across all properties

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

---