

# HURR Sample Sale

DATE: Thursday, October 23, 2025

LOCATION: London, England, GB

## Event Description

HURR Sample Sale is a premier expos event in London. 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:** 62/100

**Expected Attendance:** 3,843 people

**Event ID:** 6dQ3dgE6FgQU3oiuqN

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,537 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/hurr-sample-sale>

Document generated on 6/3/2026, 8:52:44 PM