

Indian Motorcycle Reading Winter Ready Event

DATE: Friday, October 3, 2025
LOCATION: Wokingham, England, GB

Event Description

Indian Motorcycle Reading Winter Ready Event is a premier expos event in Wokingham. 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: 59/100

Expected Attendance: 2,875 people

Event ID: 3rnk6a5L5c4VXre2k8

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,150 across all properties

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