

Innovate UK project VR Emergency @ Sea

DATE: Monday, September 29, 2025
LOCATION: Southampton, England, GB

Event Description

Innovate UK project VR Emergency @ Sea is a premier expos event in Southampton. 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: 42/100

Expected Attendance: 386 people

Event ID: HA9jnAszama5Dk4Y6z

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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