

Isaac Lord x Blum Experience Day

DATE: Wednesday, September 24, 2025

LOCATION: Milton Keynes, England, GB

Event Description

Isaac Lord x Blum Experience Day is a premier expos event in Milton Keynes. 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: 46/100

Expected Attendance: 642 people

Event ID: BUtAf2rAymdaapuv3P

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 257 across all properties

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