

# Lackham Open Event January

DATE: Saturday, January 31, 2026  
LOCATION: Chippenham, England, GB

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## Event Description

Lackham Open Event January is a premier expos event in Chippenham. 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:** 33/100

**Expected Attendance:** 144 people

**Event ID:** AyivdokAjsb83x8gcg

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 58 across all properties

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