

# Land Rover Weekend

DATE: Saturday, September 20, 2025  
LOCATION: Ashburton, England, GB

---

## Event Description

Land Rover Weekend is a premier expos event in Ashburton. 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:** 2,872 people

**Event ID:** 5NG4h2yXmBpDzMzGfr

## 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:** 1,149 across all properties

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

---