

Lunar New Year Fair 2026 — Welcoming the Year of the Horse (Free Entry)

DATE: Saturday, February 7, 2026
LOCATION: London, England, GB

Event Description

Lunar New Year Fair 2026 — Welcoming the Year of the Horse (Free Entry) is a premier festivals event in London. 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: festivals

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: TQ4zcpM9eMEY4nSo9W

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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