

M-Powered BMW and Alpina

DATE: Sunday, August 31, 2025
LOCATION: Dorking, England, GB

Event Description

M-Powered BMW and Alpina is a premier expos event in Dorking. 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: 50/100

Expected Attendance: 970 people

Event ID: FxfJBjzBxYhxnHdnmg

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 388 across all properties

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