

# Mac and Cheese (wedge) Fixathon!

DATE: Saturday, October 11, 2025  
LOCATION: Milton Keynes, England, GB

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## Event Description

Mac and Cheese (wedge) Fixathon! 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:** 64/100

**Expected Attendance:** 5,205 people

**Event ID:** CMy73QK3dG8siRgPxt

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,082 across all properties

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

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