

# Making a living on the Severn Vale: the invisible potters of Domesday

DATE: Wednesday, September 10, 2025  
LOCATION: Gloucester, England, GB

## Event Description

Making a living on the Severn Vale: the invisible potters of Domesday is a premier conferences event in Gloucester. 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:** conferences

**Importance Rank:** 29/100

**Expected Attendance:** 85 people

**Event ID:** 4W6kWu7uCmhdxY9Udo

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 34 across all properties

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