

Military into Management and Leadership with the University of Cumbria

DATE: Thursday, September 25, 2025
LOCATION: Catterick Garrison, England, GB

Event Description

Military into Management and Leadership with the University of Cumbria is a premier expos event in Catterick Garrison. 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: 51/100
Expected Attendance: 1,135 people
Event ID: EyLZJA65PErZLTsNB4

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: 454 across all properties

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