

Moda de la Maria | Exclusive Showcase at Lilie Road

DATE: Sunday, September 21, 2025
LOCATION: London, England, GB

Event Description

Moda de la Maria | Exclusive Showcase at Lilie Road is a premier expos 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: expos

Importance Rank: 55/100

Expected Attendance: 1,773 people

Event ID: 6WWyvcYvFkUqJA73mQ

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 709 across all properties

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