

Moreton in Marsh Retrofit Roadshow

DATE: Wednesday, August 20, 2025
LOCATION: Moreton-in-Marsh, England, GB

Event Description

Moreton in Marsh Retrofit Roadshow is a premier expos event in Moreton-in-Marsh. 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: 34/100

Expected Attendance: 164 people

Event ID: 33uUT3RRLaiJoDU4P7

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 66 across all properties

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