

# Move for Your Mind – A Community Event for Mental Wellbeing

DATE: Sunday, October 5, 2025  
LOCATION: Guildford, England, GB

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## Event Description

Move for Your Mind – A Community Event for Mental Wellbeing is a premier community event in Guildford. 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:** community  
**Importance Rank:** 34/100  
**Expected Attendance:** 150 people  
**Event ID:** EBUKVY5L3QKeHepih8

## 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:** 60 across all properties

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

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