

My Wardrobe HQ x Helen Wilson Luxury Showcase

DATE: Tuesday, November 4, 2025
LOCATION: Manchester, England, GB

Event Description

My Wardrobe HQ x Helen Wilson Luxury Showcase is a premier expos event in Manchester. 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: 50/100
Expected Attendance: 959 people
Event ID: 6unT8Z6YV8xVPvB7fP

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: 384 across all properties

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