

# National Beauty Show

DATE: Sunday, September 14, 2025

LOCATION: Liverpool, England, GB

## Event Description

National Beauty Show is a premier expos event in Liverpool. 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:** 56/100

**Expected Attendance:** 1,929 people

**Event ID:** FkdFVD3GcqAidXSyWp

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 772 across all properties

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

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<https://becircadian.com/events/national-beauty-show>

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