

National Brick Events - Bedford

DATE: Sunday, February 8, 2026
LOCATION: Bedford, England, GB

Event Description

National Brick Events - Bedford is a premier expos event in Bedford. 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: 48/100

Expected Attendance: 750 people

Event ID: H5gTSiQMBvFr72AFW5

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 300 across all properties

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