

National Brick Events - Southend

DATE: Sunday, October 19, 2025
LOCATION: Southend-on-Sea, England, GB

Event Description

National Brick Events - Southend is a premier expos event in Southend-on-Sea. 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: 51/100

Expected Attendance: 1,100 people

Event ID: 329mDnLaHGd7DJN6aL

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: 440 across all properties

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