

National Brick Events - Stoke

DATE: Saturday, October 11, 2025
LOCATION: Stoke-on-Trent, England, GB

Event Description

National Brick Events - Stoke is a premier expos event in Stoke-on-Trent. 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: 61/100

Expected Attendance: 3,625 people

Event ID: HvVErCZoADWuwv75RU

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,450 across all properties

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

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Document generated on 6/4/2026, 2:08:15 AM