

New Brighton Continental market

DATE: Thursday, August 14, 2025
LOCATION: Wallasey, England, GB

Event Description

New Brighton Continental market is a premier festivals event in Wallasey. 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: festivals

Importance Rank: 53/100

Expected Attendance: 1,419 people

Event ID: 4FpzZ7CgcuV8AmMDcu

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 568 across all properties

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