

New Years Day / Afternoon Tea & Tarot Event / Essex Psychic Event

DATE: Thursday, January 1, 2026
LOCATION: Great Dunmow, England, GB

Event Description

New Years Day / Afternoon Tea & Tarot Event / Essex Psychic Event is a premier conferences event in Great Dunmow. 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: conferences
Importance Rank: 30/100
Expected Attendance: 104 people
Event ID: BChZtr4zR6dXEIVUJL

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 42 across all properties

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