

October overload

DATE: Friday, October 31, 2025
LOCATION: Stoke-on-Trent, England, GB

Event Description

October overload is a premier festivals 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: festivals

Importance Rank: 31/100

Expected Attendance: 108 people

Event ID: FW5nMsYqJFCGT79imf

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: 43 across all properties

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