

# Oktoberfest Lancashire 2025 - Preston Festival

DATE: Saturday, September 27, 2025  
LOCATION: Preston, England, GB

## Event Description

Oktoberfest Lancashire 2025 - Preston Festival is a premier festivals event in Preston. 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:** 41/100

**Expected Attendance:** 338 people

**Event ID:** AFyMrZrXxmEfK2Lk88

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 135 across all properties

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