

# PAY WEEKEND BIGGEST GLAMIFY SAMPLE SALE EVER £20 AND UNDER

DATE: Saturday, October 4, 2025  
LOCATION: Scarisbrick, England, GB

## Event Description

PAY WEEKEND BIGGEST GLAMIFY SAMPLE SALE EVER £20 AND UNDER is a premier expos event in Scarisbrick. 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:** 44/100

**Expected Attendance:** 488 people

**Event ID:** FhgXihovKETq4tx2r3

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 195 across all properties

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