

# PFS Jersey Local Event - Autumn

DATE: Thursday, September 18, 2025

LOCATION: St Helier, St Helier, JE

## Event Description

PFS Jersey Local Event - Autumn is a premier conferences event in St Helier. 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:** 28/100

**Expected Attendance:** 75 people

**Event ID:** EgUQMUsQ9uwsaQg9ZH

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 30 across all properties

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