

# POP UP SAMPLE SALE

DATE: Thursday, September 25, 2025

LOCATION: London, England, GB

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## Event Description

POP UP SAMPLE SALE is a premier expos event in London. 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:** 60/100

**Expected Attendance:** 3,197 people

**Event ID:** 79Fj8NrsZhzeo63eNA

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,279 across all properties

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

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