

Postcard Fairs

DATE: Saturday, October 25, 2025
LOCATION: Shoreham-by-Sea, England, GB

Event Description

Postcard Fairs is a premier expos event in Shoreham-by-Sea. 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: 16/100

Expected Attendance: 21 people

Event ID: 4uoYq4mGhLrbM7LEJ9

Hotel Demand Indicators

ADR Impact Index: 2.9x 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: 8 across all properties

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