

# Potter's in Pursuit Fundraiser - Music All Dayer at the Artisan Tap

DATE: Sunday, August 17, 2025  
LOCATION: Stoke-on-Trent, England, GB

---

## Event Description

Potter's in Pursuit Fundraiser - Music All Dayer at the Artisan Tap is a premier community event in Stoke-on-Trent. 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:** community  
**Importance Rank:** 32/100  
**Expected Attendance:** 130 people  
**Event ID:** DZnsvTshGav4DYzpUD

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 52 across all properties

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