

Principle @ Sunrooms2

DATE: Friday, October 17, 2025

LOCATION: Southend-on-Sea, England, GB

Event Description

Principle @ Sunrooms2 is a premier expos event in Southend-on-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: 42/100

Expected Attendance: 415 people

Event ID: GJhn9DhSsqD7GfbbR9

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 166 across all properties

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