

# ReadFest 2025: Books by Mile Walk of Arty's Sculpture Trail

DATE: Sunday, September 14, 2025  
LOCATION: Dagenham, England, GB

## Event Description

ReadFest 2025: Books by Mile Walk of Arty's Sculpture Trail is a premier festivals event in Dagenham. 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:** festivals

**Importance Rank:** 33/100

**Expected Attendance:** 146 people

**Event ID:** C9pDi4LRDQ2E59JzW5

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 58 across all properties

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