

ReadFest 2025: Independent Author Book Fair (Drop-in)

DATE: Saturday, September 20, 2025
LOCATION: Dagenham, England, GB

Event Description

ReadFest 2025: Independent Author Book Fair (Drop-in) 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: 37/100

Expected Attendance: 215 people

Event ID: H8zm63BtVKRg8w6xMP

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 86 across all properties

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