

# Reading Dussehra and Diwali Festival

DATE: Sunday, October 12, 2025

LOCATION: Theale, England, GB

## Event Description

Reading Dussehra and Diwali Festival is a premier festivals event in Theale. 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:** 41/100

**Expected Attendance:** 341 people

**Event ID:** 4UsChnBbDQiyPW9QWb

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 136 across all properties

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