

Reading Photographic Roadshow

DATE: Wednesday, September 17, 2025

LOCATION: Reading, England, GB

Event Description

Reading Photographic Roadshow is a premier expos event in Reading. 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: 55/100

Expected Attendance: 1,793 people

Event ID: Fo5P5eVQhCy4CEzy7W

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 717 across all properties

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