

Scales & Tails Halloween Encounter - SEND SESSION

DATE: Friday, October 31, 2025
LOCATION: Midsomer Norton, England, GB

Event Description

Scales & Tails Halloween Encounter - SEND SESSION is a premier festivals event in Midsomer Norton. 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: 35/100

Expected Attendance: 184 people

Event ID: ByGsp6BG5BvkA9XLLi

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 74 across all properties

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