

SEnDFest

DATE: Saturday, September 20, 2025
LOCATION: Bradford-on-Avon, England, GB

Event Description

SEnDFest is a premier festivals event in Bradford-on-Avon. 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: 45/100

Expected Attendance: 548 people

Event ID: HEkf79eQAdTDLNkzD4

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 219 across all properties

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