

Shader

DATE: Thursday, August 14, 2025
LOCATION: Stoke-on-Trent, England, GB

Event Description

Shader is a premier community event in Stoke-on-Trent. 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: community

Importance Rank: 32/100

Expected Attendance: 130 people

Event ID: HdK4f7S5kakWSJXNX7

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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