

Shaw House Wedding Fair

DATE: Sunday, October 12, 2025
LOCATION: Newbury, England, GB

Event Description

Shaw House Wedding Fair is a premier expos event in Newbury. 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: 47/100

Expected Attendance: 703 people

Event ID: 6etx7GL2cu2afGzFda

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 281 across all properties

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