

Shoreham Toy and Comic Fair

DATE: Monday, August 25, 2025
LOCATION: Shoreham-by-Sea, England, GB

Event Description

Shoreham Toy and Comic Fair is a premier expos event in Shoreham-by-Sea. 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: 42/100

Expected Attendance: 402 people

Event ID: BHQSD3dke4juNL3AzH

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 161 across all properties

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

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