

# Smart Kid Expo “The Education Revolution” supports Black On The Square.

DATE: Saturday, September 6, 2025

LOCATION: London, England, GB

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## Event Description

Smart Kid Expo “The Education Revolution” supports Black On The Square. is a premier expos event in London. 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:** 51/100

**Expected Attendance:** 1,154 people

**Event ID:** 8ak5UeQv8KWpKRMoe5

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 462 across all properties

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