

Smoke and Fire Festival - Maldon 25

DATE: Saturday, August 16, 2025

LOCATION: Maldon, England, GB

Event Description

Smoke and Fire Festival - Maldon 25 is a premier festivals event in Maldon. 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: 50/100

Expected Attendance: 986 people

Event ID: EEeq5XAhAG2tYuek4a

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: 394 across all properties

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