

Southern National Countryside Raceday

DATE: Sunday, November 16, 2025

LOCATION: Arundel, England, GB

Event Description

Southern National Countryside Raceday is a premier sports event in Arundel. 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: sports

Importance Rank: 65/100

Expected Attendance: 5,500 people

Event ID: 4ZhPA93aXo68BNG3xU

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,200 across all properties

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