

# Southwold Food and Drink festival

DATE: Thursday, September 4, 2025

LOCATION: Southwold, England, GB

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## Event Description

Southwold Food and Drink festival is a premier festivals event in Southwold. 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:** 57/100

**Expected Attendance:** 2,213 people

**Event ID:** 8fYPdzkjctNcyrd78c

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 885 across all properties

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