

St Helens in 50 Buildings

DATE: Monday, September 15, 2025
LOCATION: Newton-le-Willows, England, GB

Event Description

St Helens in 50 Buildings is a premier conferences event in Newton-le-Willows. 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: conferences

Importance Rank: 28/100

Expected Attendance: 78 people

Event ID: FGQ9Ybc8NiYNQHbxVj

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 31 across all properties

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