

# Stow Maries Great War Aerodrome Late Summer Fly-in

DATE: Saturday, September 27, 2025  
LOCATION: Chelmsford, England, GB

## Event Description

Stow Maries Great War Aerodrome Late Summer Fly-in is a premier festivals event in Chelmsford. 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:** 46/100

**Expected Attendance:** 621 people

**Event ID:** 7YAHivt4dPJjSKDCHf

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 248 across all properties

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