

Swindon Bead Fair - Semi Precious Beads For Making Great Jewellery

DATE: Sunday, October 19, 2025
LOCATION: Purton, England, GB

Event Description

Swindon Bead Fair - Semi Precious Beads For Making Great Jewellery is a premier festivals event in Purton. 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: 34/100

Expected Attendance: 151 people

Event ID: EkTR4nBG47NVsyitK8

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 60 across all properties

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