

Tameside Council & Ashton Old Baths Family Fun Day

DATE: Saturday, August 30, 2025
LOCATION: Ashton-under-Lyne, England, GB

Event Description

Tameside Council & Ashton Old Baths Family Fun Day is a premier festivals event in Ashton-under-Lyne. 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: 35/100

Expected Attendance: 168 people

Event ID: FaReayGgyhWP6tU9vH

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 67 across all properties

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