

# TASTE OF THE CARIBBEAN: Food & Drink Festival SOUTHEND-ON-SEA

DATE: Saturday, September 6, 2025  
LOCATION: Southend-on-Sea, England, GB

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## Event Description

TASTE OF THE CARIBBEAN: Food & Drink Festival SOUTHEND-ON-SEA is a premier festivals event in Southend-on-Sea. 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:** 2,200 people

**Event ID:** GePUXfnNbctH3FLHP8

## 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:** 880 across all properties

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