

TBR 25 The Big Reunion

DATE: Saturday, August 23, 2025
LOCATION: Stratford-upon-Avon, England, GB

Event Description

TBR 25 The Big Reunion is a premier festivals event in Stratford-upon-Avon. 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: 51/100

Expected Attendance: 1,132 people

Event ID: B8PXsxEHeQSRzGFYkG

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 453 across all properties

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