

The ALL-NEW Velvetiser® - Stratford Maybird

DATE: Thursday, October 9, 2025
LOCATION: Stratford-upon-Avon, England, GB

Event Description

The ALL-NEW Velvetiser® - Stratford Maybird 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: 29/100

Expected Attendance: 88 people

Event ID: HoSepHE8bedyCThq7m

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 35 across all properties

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