

The Baby Fayre Cambridgeshire

DATE: Sunday, September 7, 2025

LOCATION: Ely, England, GB

Event Description

The Baby Fayre Cambridgeshire is a premier festivals event in Ely. 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: 41/100

Expected Attendance: 354 people

Event ID: Dx7W4YEdrWtNLQmrvn

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 142 across all properties

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