

# The Bedford Wedding Fair at The Swan Hotel and Thermal Spa

DATE: Sunday, September 14, 2025  
LOCATION: Bedford, England, GB

## Event Description

The Bedford Wedding Fair at The Swan Hotel and Thermal Spa is a premier festivals event in Bedford. 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:** 44/100

**Expected Attendance:** 500 people

**Event ID:** 4V4xt4s6h2JFzrCwRS

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 200 across all properties

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