

The Big Brum Baby & Toddler Festival

DATE: Saturday, August 30, 2025
LOCATION: Birmingham, England, GB

Event Description

The Big Brum Baby & Toddler Festival is a premier festivals event in Birmingham. 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: 32/100

Expected Attendance: 120 people

Event ID: 9V9MVFQdyczGBJvYds

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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