

# The Cheshire Venue Open Weekend

DATE: Saturday, October 11, 2025

LOCATION: Hassall, England, GB

## Event Description

The Cheshire Venue Open Weekend is a premier expos event in Hassall. 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:** expos

**Importance Rank:** 51/100

**Expected Attendance:** 1,125 people

**Event ID:** 4nSEaa3dsPcw7gHzpo

## 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:** 450 across all properties

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