

# The Exhibit London - Bridal & Festive Edit + Influencer Awards 25

DATE: Sunday, November 9, 2025  
LOCATION: London, England, GB

---

## Event Description

The Exhibit London - Bridal & Festive Edit + Influencer Awards 25 is a premier expos event in London. 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:** 64/100

**Expected Attendance:** 5,036 people

**Event ID:** AUXtVAsCvm9mkWPX4P

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,014 across all properties

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

---