

The International Birmingham Antique Arms & Militaria Fair

DATE: Sunday, September 21, 2025
LOCATION: Hampton in Arden, England, GB

Event Description

The International Birmingham Antique Arms & Militaria Fair is a premier expos event in Hampton in Arden. 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: 50/100
Expected Attendance: 1,000 people
Event ID: D5YKXVPxPTBqqeVoha

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: 400 across all properties

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