

The Kent Wedding Show, Mercure Maidstone Great Danes Hotel

DATE: Sunday, September 28, 2025
LOCATION: Maidstone, England, GB

Event Description

The Kent Wedding Show, Mercure Maidstone Great Danes Hotel is a premier expos event in Maidstone. 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: 47/100

Expected Attendance: 677 people

Event ID: 4KzZ8qYgy2gJiGJX6q

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 271 across all properties

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