

The Lush Factory Freshness Sale

DATE: Saturday, September 6, 2025

LOCATION: Poole, England, GB

Event Description

The Lush Factory Freshness Sale is a premier expos event in Poole. 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: 49/100

Expected Attendance: 929 people

Event ID: J7FevdBBrnXGg6P8wv

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 372 across all properties

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