

# The Midlands Business Network Expo September 2025

DATE: Friday, September 12, 2025  
LOCATION: Hampton in Arden, England, GB

## Event Description

The Midlands Business Network Expo September 2025 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:** 56/100

**Expected Attendance:** 1,915 people

**Event ID:** GBDvzQ7SwBoT94juck

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 766 across all properties

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