

The Parenthood Edit - For Bumps, Babies & Beyond - Sunday 14th September

DATE: Sunday, September 14, 2025
LOCATION: Market Harborough, England, GB

Event Description

The Parenthood Edit - For Bumps, Babies & Beyond - Sunday 14th September is a premier expos event in Market Harborough. 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: 899 people
Event ID: HQSFSeaZ7JzwNAR8mw

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: 360 across all properties

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