

# The Power of Employee Benefits - Colchester

DATE: Thursday, January 29, 2026  
LOCATION: Colchester, England, GB

## Event Description

The Power of Employee Benefits - Colchester is a premier conferences event in Colchester. 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:** conferences

**Importance Rank:** 24/100

**Expected Attendance:** 53 people

**Event ID:** 53CLJTuUuJJXZ9cTGz

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 21 across all properties

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