

The Queen Wedding Showcase

DATE: Sunday, September 14, 2025

LOCATION: Chester, England, GB

Event Description

The Queen Wedding Showcase is a premier expos event in Chester. 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: 46/100

Expected Attendance: 603 people

Event ID: FUiAraUC5LF9sGNsCo

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 241 across all properties

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