

# The Student Craft Event

DATE: Wednesday, October 1, 2025

LOCATION: Cheshire, England, GB

## Event Description

The Student Craft Event is a premier expos event in Cheshire. 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:** 38/100

**Expected Attendance:** 257 people

**Event ID:** DeZ8EmJajXmfgZMfXS

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 103 across all properties

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

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Document generated on 6/4/2026, 3:03:26 AM