

To Mark World Mental Health Day Shine Bright UK Annual Community Event

DATE: Saturday, October 11, 2025
LOCATION: New Malden, England, GB

Event Description

To Mark World Mental Health Day Shine Bright UK Annual Community Event is a premier community event in New Malden. 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: community

Importance Rank: 24/100

Expected Attendance: 49 people

Event ID: Hp6yV54tnWaQg25AHJ

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: 20 across all properties

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