

Troon Wedding Fayre - A fantastic local wedding show

DATE: Sunday, August 31, 2025
LOCATION: Kilmarnock, North Ayrshire, GB

Event Description

Troon Wedding Fayre - A fantastic local wedding show is a premier expos event in Kilmarnock. 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: 663 people

Event ID: F7pJgVZuD2Zk6rEtu6

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: 265 across all properties

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