

# Trowbridge Open Event (October)

DATE: Wednesday, October 1, 2025  
LOCATION: Trowbridge, England, GB

---

## Event Description

Trowbridge Open Event (October) is a premier expos event in Trowbridge. 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:** 45/100

**Expected Attendance:** 567 people

**Event ID:** CPWm6buUeQNEFJfAU2

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 227 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/trowbridge-open-event-october>

Document generated on 6/4/2026, 12:46:32 AM