

Tunbridge Wells Food and Drink festival 27th & 28th September 2025

DATE: Saturday, September 27, 2025
LOCATION: Tunbridge Wells, England, GB

Event Description

Tunbridge Wells Food and Drink festival 27th & 28th September 2025 is a premier festivals event in Tunbridge Wells. 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: festivals
Importance Rank: 38/100
Expected Attendance: 248 people
Event ID: BSzT93xocxyMairp4B

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: 99 across all properties

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