

VALD x P3RFORM - Midlands Performance and Networking CPD Event

DATE: Tuesday, September 2, 2025
LOCATION: Stoke-on-Trent, England, GB

Event Description

VALD x P3RFORM - Midlands Performance and Networking CPD Event is a premier conferences event in Stoke-on-Trent. 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: conferences

Importance Rank: 41/100

Expected Attendance: 368 people

Event ID: 72c5F9TRP69FidyU7B

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 147 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, 4:00:11 AM