

Vertikal Days

DATE: Tuesday, September 9, 2025
LOCATION: Newark-on-Trent, England, GB

Event Description

Vertikal Days is a premier expos event in Newark-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: expos

Importance Rank: 56/100

Expected Attendance: 2,000 people

Event ID: GxB9GqPzeNGJKu2hGW

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 800 across all properties

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

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