

# Vertu Nissan Tamworth Family Fun Day

DATE: Saturday, August 30, 2025  
LOCATION: Tamworth, England, GB

## Event Description

Vertu Nissan Tamworth Family Fun Day is a premier festivals event in Tamworth. 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:** 45/100

**Expected Attendance:** 571 people

**Event ID:** 8LkcHxgH4FVin4aXvR

## 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:** 228 across all properties

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