

VICTORIA'S SECRET BEAUTY EXETER GRAND OPENING DAY

DATE: Friday, August 15, 2025
LOCATION: Exeter, England, GB

Event Description

VICTORIA'S SECRET BEAUTY EXETER GRAND OPENING DAY is a premier expos event in Exeter. 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: 55/100

Expected Attendance: 1,774 people

Event ID: 5GNwLfi2Vr7zXb8T2Q

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 710 across all properties

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