

Walney Nature Reserve Litter pick

DATE: Thursday, August 14, 2025
LOCATION: Barrow-in-Furness, England, GB

Event Description

Walney Nature Reserve Litter pick is a premier community event in Barrow-in-Furness. 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: community

Importance Rank: 32/100

Expected Attendance: 124 people

Event ID: Apcz69fEe3tfkk4pKk

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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

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