

# Walsall Works Job & Skills EXPO

## 11.09.2025

DATE: Thursday, September 11, 2025  
LOCATION: Walsall, England, GB

### Event Description

Walsall Works Job & Skills EXPO 11.09.2025 is a premier expos event in Walsall. 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:** 47/100

**Expected Attendance:** 695 people

**Event ID:** HWF5qFpBjXTTf2ybt

### Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 278 across all properties

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