

# Wedding Open Day at Stanbrook Abbey, Worcester

DATE: Sunday, August 17, 2025  
LOCATION: Callow End, Worcestershire, GB

## Event Description

Wedding Open Day at Stanbrook Abbey, Worcester is a premier expos event in Callow End. 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:** 40/100

**Expected Attendance:** 332 people

**Event ID:** 8gaxK3AWakv3C8CyW6

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 133 across all properties

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