

Wedding Open Evening

DATE: Thursday, October 2, 2025
LOCATION: Stratford-upon-Avon, England, GB

Event Description

Wedding Open Evening is a premier expos event in Stratford-upon-Avon. 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: 35/100

Expected Attendance: 183 people

Event ID: J6c52RErvgKBG2S3dc

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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