

Wessex Lane: Res Life Fair 25-26

DATE: Tuesday, October 7, 2025
LOCATION: Southampton, England, GB

Event Description

Wessex Lane: Res Life Fair 25-26 is a premier expos event in Southampton. 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: 53/100

Expected Attendance: 1,390 people

Event ID: 7XELRp57MqxMS3D9wR

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 556 across all properties

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