

Weston Independent Market

DATE: Wednesday, September 3, 2025
LOCATION: Weston-super-Mare, England, GB

Event Description

Weston Independent Market is a premier expos event in Weston-super-Mare. 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: 37/100

Expected Attendance: 227 people

Event ID: DF6FqeWDtrVjBQsqLW

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 91 across all properties

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