

# Weston Super Half

DATE: Sunday, October 19, 2025  
LOCATION: Weston-super-Mare, England, GB

## Event Description

Weston Super Half is a premier sports 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:** sports

**Importance Rank:** 40/100

**Expected Attendance:** 315 people

**Event ID:** AiLYn9cP33D7YbnBkH

## 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:** 126 across all properties

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