

# Wild Paths Festival

DATE: Thursday, October 16, 2025

LOCATION: Norwich, England, GB

## Event Description

Wild Paths Festival is a premier festivals event in Norwich. 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:** festivals

**Importance Rank:** 48/100

**Expected Attendance:** 769 people

**Event ID:** BQNU99J7BfjsTbEwBu

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 308 across all properties

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

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<https://becircadian.com/events/wild-paths-festival>

Document generated on 6/4/2026, 2:01:50 AM