

# Wilder Frome Community Event

DATE: Thursday, September 4, 2025  
LOCATION: Brimscombe, England, GB

## Event Description

Wilder Frome Community Event is a premier conferences event in Brimscombe. 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:** conferences

**Importance Rank:** 43/100

**Expected Attendance:** 445 people

**Event ID:** diZdnBnZkFc6G47bym

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 178 across all properties

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