

William Wood Archive Sale

DATE: Saturday, September 27, 2025

LOCATION: Knutsford, England, GB

Event Description

William Wood Archive Sale is a premier expos event in Knutsford. 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: 57/100

Expected Attendance: 2,360 people

Event ID: 4DWnZuAYxf3RJ7DRnE

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 944 across all properties

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