

WS682_Olympus Body

DATE: Tuesday, September 23, 2025

LOCATION: Aldridge, England, GB

Event Description

WS682_Olympus Body is a premier expos event in Aldridge. 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: 52/100

Expected Attendance: 1,234 people

Event ID: GAKGTK33GiKqzA28xj

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 494 across all properties

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

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