

# 2025 IGBOAMAKA SCOTLAND IRI-JI FESTIVAL & BIENNIAL PUBLIC LECTURE

DATE: Saturday, September 6, 2025  
LOCATION: Musselburgh, Scotland, GB

## Event Description

2025 IGBOAMAKA SCOTLAND IRI-JI FESTIVAL & BIENNIAL PUBLIC LECTURE is a premier festivals event in Musselburgh. 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:** 38/100

**Expected Attendance:** 242 people

**Event ID:** B2jS3uzFy86GnwJc8k

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 97 across all properties

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