

# Abi Millar: 'The Spirituality Gap: Searching for Meaning in a Secular Age'

DATE: Friday, November 7, 2025  
LOCATION: Edinburgh, Scotland, GB

## Event Description

Abi Millar: 'The Spirituality Gap: Searching for Meaning in a Secular Age' is a premier festivals event in Edinburgh. 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:** 35/100

**Expected Attendance:** 173 people

**Event ID:** 9chHEm95u3amVsS4wj

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 69 across all properties

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