

AI in action: Driving business growth - Shetland

DATE: Tuesday, September 9, 2025
LOCATION: Lerwick, Scotland, GB

Event Description

AI in action: Driving business growth - Shetland is a premier conferences event in Lerwick. 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: 31/100

Expected Attendance: 114 people

Event ID: Bxpa9nKcQiRp8geoWi

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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