

# AI in action: Driving business growth - Thurso, Caithness

DATE: Thursday, September 11, 2025  
LOCATION: Thurso, Scotland, GB

## Event Description

AI in action: Driving business growth - Thurso, Caithness is a premier conferences event in Thurso. 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:** 29/100

**Expected Attendance:** 87 people

**Event ID:** GU8efboKihzSYYjx6H

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 35 across all properties

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