

# An evening with our Family Business Unit & Sir Jim Milne CBE | Gilson Gray

DATE: Thursday, August 21, 2025  
LOCATION: Aberdeen, Scotland, GB

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## Event Description

An evening with our Family Business Unit & Sir Jim Milne CBE | Gilson Gray is a premier conferences event in Aberdeen. 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:** 38/100

**Expected Attendance:** 240 people

**Event ID:** ErnRU6GBvobQEKsBxi

## 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:** 96 across all properties

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

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