

Author Event - Martin Russell talks to Graham Morgan at Jean's Bothy

DATE: Saturday, August 23, 2025
LOCATION: Helensburgh, Scotland, GB

Event Description

Author Event - Martin Russell talks to Graham Morgan at Jean's Bothy is a premier conferences event in Helensburgh. 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: 27/100

Expected Attendance: 72 people

Event ID: 82rwRfQr63iuMsd9Ux

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 29 across all properties

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