

Bis, HIGH PRIESTESS, A Murder Of Crows, and 4 others

DATE: Thursday, September 18, 2025
LOCATION: Dumfries, GB

Event Description

Bis, HIGH PRIESTESS, A Murder Of Crows, and 4 others is a premier festivals event in Dumfries. 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: 54/100

Expected Attendance: 1,559 people

Event ID: AgtxS6Tiu7GncUdznP

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 624 across all properties

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