

# Branding & Marketing: From Start to Scale

DATE: Tuesday, August 26, 2025  
LOCATION: Aberdeen, Scotland, GB

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## Event Description

Branding & Marketing: From Start to Scale 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** Hznka5U6G6zubNWoT2

## 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:** 40 across all properties

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