

# Brielle and Axis

DATE: Saturday, September 27, 2025

LOCATION: Edinburgh, Scotland, GB

## Event Description

Brielle and Axis is a premier concerts event in Edinburgh. 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:** concerts

**Importance Rank:** 14/100

**Expected Attendance:** 15 people

**Event ID:** DZW8LB2pgP6Fy9Xs5D

## Hotel Demand Indicators

**ADR Impact Index:** 2.7x 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:** 6 across all properties

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