

Dairy Open Day at SRUC Barony Campus

DATE: Thursday, August 28, 2025
LOCATION: Dumfries, Scotland, GB

Event Description

Dairy Open Day at SRUC Barony Campus is a premier expos 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: expos

Importance Rank: 48/100

Expected Attendance: 831 people

Event ID: DJ54MAiBJzQDGJRHZJ

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 332 across all properties

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