

Dirty Faces + Comfort Girl + Quality Control + Venus In the Lake

DATE: Saturday, August 16, 2025
LOCATION: Glasgow, Scotland, GB

Event Description

Dirty Faces + Comfort Girl + Quality Control + Venus In the Lake is a premier community event in Glasgow. 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: community
Importance Rank: 40/100
Expected Attendance: 300 people
Event ID: 5rYs9fiBeDmZoiDNxJ

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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