

# Frankly, The Smiths & Laid (tribute to James) Ivory Blacks / Glasgow/ 18+

DATE: Saturday, October 25, 2025  
LOCATION: Glasgow, Scotland, GB

## Event Description

Frankly, The Smiths & Laid (tribute to James) Ivory Blacks / Glasgow/ 18+ 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:** 39/100

**Expected Attendance:** 293 people

**Event ID:** 5UU62tpbQ2Bz5KxLji

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 117 across all properties

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