

# Gnoss, The Chair, and Fara

DATE: Thursday, January 15, 2026  
LOCATION: Glasgow, Scotland, GB

## Event Description

Gnoss, The Chair, and Fara is a premier festivals 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:** festivals

**Importance Rank:** 56/100

**Expected Attendance:** 2,100 people

**Event ID:** 9YF9xjyki9mSc6Yibe

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 840 across all properties

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