

# Gruffalo themed Storytime with Bookbugs plus Meet the Gruffalo!

DATE: Sunday, September 7, 2025  
LOCATION: Bridge of Weir, Scotland, GB

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## Event Description

Gruffalo themed Storytime with Bookbugs plus Meet the Gruffalo! is a premier festivals event in Bridge of Weir. 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:** 38/100

**Expected Attendance:** 257 people

**Event ID:** BWTY8aRKRmkjGToekp

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 103 across all properties

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

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