

Helms Alee, The Chisel, and OMO

DATE: Thursday, September 11, 2025

LOCATION: Glasgow, Scotland, GB

Event Description

Helms Alee, The Chisel, and OMO 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: 59/100

Expected Attendance: 2,931 people

Event ID: DoMGnLtoVA9eHpbMCP

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,172 across all properties

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