

# Hortus Choir present Bouquet Garni

DATE: Sunday, September 7, 2025

LOCATION: Biggar, Scotland, GB

## Event Description

Hortus Choir present Bouquet Garni is a premier concerts event in Biggar. 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:** concerts

**Importance Rank:** 31/100

**Expected Attendance:** 106 people

**Event ID:** 8YT88kCiC3bE6Adf5G

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 42 across all properties

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