

# ILLUMINATED FIGURES

DATE: Monday, September 8, 2025

LOCATION: Glasgow, Scotland, GB

## Event Description

ILLUMINATED FIGURES is a premier performing-arts 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:** performing-arts

**Importance Rank:** 33/100

**Expected Attendance:** 145 people

**Event ID:** 5xGZXenWiTroPeY7nm

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 58 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/illuminated-figures>

Document generated on 6/3/2026, 8:32:45 PM