

# ImMerse Festival 2025- From Sea to Source (All events)

DATE: Saturday, September 20, 2025  
LOCATION: Annan, Scotland, GB

## Event Description

ImMerse Festival 2025- From Sea to Source (All events) is a premier festivals event in Annan. 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:** 34/100

**Expected Attendance:** 161 people

**Event ID:** 4Vt5D73bEqVt8V56uU

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 64 across all properties

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