

Jabu, Mun Sing, Sealionwoman, and Mrs Frighthouse

DATE: Friday, October 3, 2025
LOCATION: Stirling, Scotland, GB

Event Description

Jabu, Mun Sing, Sealionwoman, and Mrs Frighthouse is a premier festivals event in Stirling. 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: 49/100

Expected Attendance: 859 people

Event ID: BWZ9ENRYbUEZ5SUbfe

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 344 across all properties

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