

# John McCusker Trio with Sam Kelly & Toby Shaer

DATE: Sunday, September 14, 2025  
LOCATION: Crook of Devon, Scotland, GB

## Event Description

John McCusker Trio with Sam Kelly & Toby Shaer is a premier concerts event in Crook of Devon. 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:** 36/100

**Expected Attendance:** 189 people

**Event ID:** 9zFRA4rbLKuHuRHzi4

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 76 across all properties

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