

Lunar Occultation of the Pleiades

DATE: Friday, September 12, 2025
LOCATION: Tomintoul, Scotland, GB

Event Description

Lunar Occultation of the Pleiades is a premier conferences event in Tomintoul. 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: conferences

Importance Rank: 29/100

Expected Attendance: 94 people

Event ID: 6UKfg4Jt9QUxtvwPHP

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 38 across all properties

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