

LUSH | Braehead | Snow Fairy Pre-Launch

DATE: Saturday, September 13, 2025
LOCATION: Glasgow, Scotland, GB

Event Description

LUSH | Braehead | Snow Fairy Pre-Launch is a premier expos 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: expos

Importance Rank: 48/100

Expected Attendance: 784 people

Event ID: 4qikAG4KDposqaz2K6

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 314 across all properties

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