

# Mairi Morrison and Alasdair Roberts

DATE: Sunday, October 12, 2025  
LOCATION: Glasgow, Scotland, GB

## Event Description

Mairi Morrison and Alasdair Roberts is a premier concerts 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:** concerts

**Importance Rank:** 13/100

**Expected Attendance:** 14 people

**Event ID:** 5nsyEyfDkSUFtdADmn

## Hotel Demand Indicators

**ADR Impact Index:** 2.6x 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:** 6 across all properties

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