

Mitch Benn, Robin Ince, Richard Vbranch, and Mike McShane

DATE: Monday, August 18, 2025
LOCATION: Edinburgh, GB

Event Description

Mitch Benn, Robin Ince, Richard Vbranch, and Mike McShane is a premier concerts event in Edinburgh. 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: 51/100

Expected Attendance: 1,112 people

Event ID: F6fbEVmrYhXhiTgxYh

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 445 across all properties

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