

My Caledonia Perks - VIP Weekend

DATE: Saturday, September 27, 2025

LOCATION: Gretna, Scotland, GB

Event Description

My Caledonia Perks - VIP Weekend is a premier expos event in Gretna. 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: 60/100

Expected Attendance: 3,132 people

Event ID: C3UfRPM3rmnrCHJENL

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,253 across all properties

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