

# Nairn Highland Games

DATE: Saturday, August 16, 2025

LOCATION: Nairn, Scotland, GB

## Event Description

Nairn Highland Games is a premier festivals event in Nairn. 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:** festivals

**Importance Rank:** 50/100

**Expected Attendance:** 999 people

**Event ID:** 5RY2GzivTHKGh3YnNd

## 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:** 400 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/nairn-highland-games>

Document generated on 6/3/2026, 11:42:39 PM