

NatWest Careers Insight Day

DATE: Thursday, August 28, 2025
LOCATION: Edinburgh, Scotland, GB

Event Description

NatWest Careers Insight Day is a premier expos 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: expos

Importance Rank: 47/100

Expected Attendance: 701 people

Event ID: Gum9c3juXBSQHZw5Ne

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 280 across all properties

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