

# Oliver Anthony at O2 Academy Glasgow

DATE: Monday, September 15, 2025

LOCATION: Scotland, GB

## Event Description

Oliver Anthony at O2 Academy Glasgow is a premier concerts event in the region. 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:** 57/100

**Expected Attendance:** 2,198 people

**Event ID:** DExkgrEYTMwHnHsCpe

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 879 across all properties

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