

# Orkney Archaeology Festival: Professor Chris Morris, the Brough of Birsay

DATE: Saturday, September 13, 2025  
LOCATION: Orkney, Scotland, GB

## Event Description

Orkney Archaeology Festival: Professor Chris Morris, the Brough of Birsay is a premier festivals event in Orkney. 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:** 31/100

**Expected Attendance:** 114 people

**Event ID:** 5BCikW8epexsspVfnC

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 46 across all properties

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