

Orkney Archaeology Festival: UHI Post Graduate Research

DATE: Thursday, September 11, 2025
LOCATION: Stenness, Scotland, GB

Event Description

Orkney Archaeology Festival: UHI Post Graduate Research is a premier festivals event in Stenness. 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: 32/100

Expected Attendance: 122 people

Event ID: J4ManVXEm5Y45p9pH2

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 49 across all properties

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