

Provoker and Dove Ellis

DATE: Wednesday, August 20, 2025

LOCATION: Glasgow, Scotland, GB

Event Description

Provoker and Dove Ellis is a premier concerts event in Glasgow. 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: 37/100

Expected Attendance: 224 people

Event ID: Ck2ZCXo7TxKkzHpchj

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 90 across all properties

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