

# RICS Scotland Conference

DATE: Thursday, September 18, 2025

LOCATION: Edinburgh, Scotland, GB

---

## Event Description

RICS Scotland Conference is a premier conferences 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:** conferences

**Importance Rank:** 41/100

**Expected Attendance:** 338 people

**Event ID:** HaKoUpgDVP24suTjxh

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 135 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/rics-scotland-conference>

Document generated on 6/4/2026, 12:09:06 AM