

Scotland in Europe – Sir Tom Clarke on Scotland, Austria and Europe

DATE: Tuesday, October 7, 2025
LOCATION: Wien, Wien, AT

Event Description

Scotland in Europe – Sir Tom Clarke on Scotland, Austria and Europe is a premier conferences event in Wien. 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: 44/100

Expected Attendance: 482 people

Event ID: G6WFALZfLA48yR9y8x

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 193 across all properties

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