

# SmartWorking Moray

DATE: Monday, August 18, 2025

LOCATION: Elgin, Scotland, GB

## Event Description

SmartWorking Moray is a premier conferences event in Elgin. 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:** 26/100

**Expected Attendance:** 66 people

**Event ID:** 5Ut6JbwnJk5JgqYRY5

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 26 across all properties

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

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<https://becircadian.com/events/smartworking-moray>

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