

# Strathberry Sample Sale - Edinburgh, October 2025

DATE: Friday, October 17, 2025  
LOCATION: Edinburgh, Scotland, GB

## Event Description

Strathberry Sample Sale - Edinburgh, October 2025 is a premier expos 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:** expos

**Importance Rank:** 57/100

**Expected Attendance:** 2,145 people

**Event ID:** 4A4gQsXQ5YVrCgwMmb

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 858 across all properties

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