

# The ALL-NEW Velvetiser® - Aberdeen

DATE: Thursday, October 9, 2025  
LOCATION: Aberdeen, Scotland, GB

---

## Event Description

The ALL-NEW Velvetiser® - Aberdeen is a premier festivals event in Aberdeen. 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:** festivals

**Importance Rank:** 34/100

**Expected Attendance:** 157 people

**Event ID:** 86uNoorBAi8VJpwDCM

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 63 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/the-all-new-velvetiser-aberdeen>

Document generated on 6/4/2026, 5:45:44 AM