

The Annual Aberdeen Freshers Gold Access 2025 (70% SOLD OUT)

DATE: Saturday, September 13, 2025
LOCATION: Aberdeen, Scotland, GB

Event Description

The Annual Aberdeen Freshers Gold Access 2025 (70% SOLD OUT) 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: 40/100

Expected Attendance: 310 people

Event ID: BTzsEck9wdgjLnDzQU

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 124 across all properties

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