

The Brian Kellock Memorial Celebration

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

Event Description

The Brian Kellock Memorial Celebration is a premier performing-arts event in Melrose. 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: performing-arts

Importance Rank: 42/100

Expected Attendance: 382 people

Event ID: HxNRDsJTgefuJfsPWk

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 153 across all properties

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