

The Christmas Country Hoe Down

DATE: Thursday, December 11, 2025

LOCATION: Edinburgh, Scotland, GB

Event Description

The Christmas Country Hoe Down is a premier concerts 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: concerts

Importance Rank: 60/100

Expected Attendance: 3,066 people

Event ID: ASM8m5kMcFUfEEEGLD

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,226 across all properties

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