

The Gerry Cinna-Man Experience

DATE: Saturday, September 6, 2025

LOCATION: Airdrie, Scotland, GB

Event Description

The Gerry Cinna-Man Experience is a premier concerts event in Airdrie. 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: 44/100

Expected Attendance: 523 people

Event ID: 8xvTSWK2emZ6i8J5Fd

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 209 across all properties

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