

The Tessera Quartet in Ayr: A Candlelit Night at the Movies

DATE: Sunday, January 18, 2026
LOCATION: Ayr, Scotland, GB

Event Description

The Tessera Quartet in Ayr: A Candlelit Night at the Movies is a premier performing-arts event in Ayr. 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: 25/100

Expected Attendance: 59 people

Event ID: ApbVMY9pG4bCSVRw67

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 24 across all properties

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