

# The Trust Triad: Building Buyer Relationships That Last by Gerry Forristal

DATE: Wednesday, September 10, 2025  
LOCATION: Edinburgh, Scotland, GB

## Event Description

The Trust Triad: Building Buyer Relationships That Last by Gerry Forristal is a premier conferences 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:** conferences

**Importance Rank:** 26/100

**Expected Attendance:** 62 people

**Event ID:** 8biwZGi7Xkc459zANC

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 25 across all properties

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