

# Turn On That Red Hot Heat with The Traveling Janes

DATE: Sunday, August 24, 2025  
LOCATION: Dundee, Scotland, GB

## Event Description

Turn On That Red Hot Heat with The Traveling Janes is a premier concerts event in Dundee. 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:** 30/100

**Expected Attendance:** 97 people

**Event ID:** DonkGs6hCcRXjx6fPD

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 39 across all properties

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