

# United by the Light: Open Garden Day & Free Photoshoot

DATE: Sunday, August 31, 2025  
LOCATION: Glasgow, Scotland, GB

## Event Description

United by the Light: Open Garden Day & Free Photoshoot is a premier concerts event in Glasgow. 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:** 36/100  
**Expected Attendance:** 194 people  
**Event ID:** 8u72SfAFCLTisrk5W2

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 78 across all properties

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