

# VALOR: 808s & Ropebreaks 2

DATE: Saturday, September 13, 2025

LOCATION: Paisley, Scotland, GB

## Event Description

VALOR: 808s & Ropebreaks 2 is a premier concerts event in Paisley. 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:** 35/100

**Expected Attendance:** 168 people

**Event ID:** EE3wjUtnMaoXAzG85a

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 67 across all properties

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