

# Championship - Ayr United vs Dunfermline Athletic

DATE: Tuesday, September 23, 2025  
LOCATION: Dunfermline, Fife, GB

## Event Description

Championship - Ayr United vs Dunfermline Athletic is a premier sports event in Dunfermline. 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:** sports

**Importance Rank:** 64/100

**Expected Attendance:** 4,910 people

**Event ID:** 8hPCDyWzixhnxqJrFb

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,964 across all properties

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