

Championship - Greenock Morton vs Airdrieonians

DATE: Saturday, October 4, 2025
LOCATION: Airdrie, Scotland, GB

Event Description

Championship - Greenock Morton vs Airdrieonians is a premier sports event in Airdrie. 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: 53/100

Expected Attendance: 1,433 people

Event ID: 4YkdZNabUZf6QoKYnK

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 573 across all properties

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