

Championship - Greenock Morton vs St. Johnstone

DATE: Saturday, August 30, 2025
LOCATION: Perthshire, Perth and Kinross, GB

Event Description

Championship - Greenock Morton vs St. Johnstone is a premier sports event in Perthshire. 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: 61/100
Expected Attendance: 3,548 people
Event ID: DRrLHjZuVyvsVUJa2

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,419 across all properties

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