

Championship - Ross County vs St. Johnstone

DATE: Saturday, October 11, 2025
LOCATION: Perthshire, Perth and Kinross, GB

Event Description

Championship - Ross County 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: 3,750 people

Event ID: 5MGCnR4W8gjWVq98Wg

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: 1,500 across all properties

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