

Hawick RFC vs Heriot's FP

DATE: Saturday, September 20, 2025

LOCATION: Hawick, Scotland, GB

Event Description

Hawick RFC vs Heriot's FP is a premier sports event in Hawick. 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: 60/100

Expected Attendance: 3,049 people

Event ID: PhygoytG8Q3CtvjDZJ

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,220 across all properties

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