

League Cup - 2nd Round - Motherwell vs St. Johnstone

DATE: Saturday, August 16, 2025
LOCATION: Perthshire, Perth and Kinross, GB

Event Description

League Cup - 2nd Round - Motherwell 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: 63/100

Expected Attendance: 4,330 people

Event ID: 8oFiPMWrCBjyMEoQBQ

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: 1,732 across all properties

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