

League One - Alloa Athletic vs Hamilton Academical

DATE: Saturday, December 20, 2025
LOCATION: Cumbernauld, Scotland, GB

Event Description

League One - Alloa Athletic vs Hamilton Academical is a premier sports event in Cumbernauld. 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: 62/100

Expected Attendance: 3,859 people

Event ID: 5krsS2nBMVCMRLEeGA

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,544 across all properties

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