

# League One - Peterhead vs Montrose

DATE: Saturday, August 30, 2025

LOCATION: Montrose, Angus, GB

## Event Description

League One - Peterhead vs Montrose is a premier sports event in Montrose. 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:** 47/100

**Expected Attendance:** 705 people

**Event ID:** FvND3vz7gyLDoDU9km

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 282 across all properties

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