

# Melrose RFC vs Ayr

DATE: Saturday, September 6, 2025

LOCATION: Melrose, Scotland, GB

## Event Description

Melrose RFC vs Ayr is a premier sports event in Melrose. 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:** 64/100

**Expected Attendance:** 5,302 people

**Event ID:** DPqywZBoPhLYjq9ncS

## 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:** 2,121 across all properties

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

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<https://becircadian.com/events/melrose-rfc-vs-ayr>

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