

# Poppyscotland Sportive

DATE: Saturday, September 20, 2025

LOCATION: Selkirk, Scotland, GB

## Event Description

Poppyscotland Sportive is a premier sports event in Selkirk. 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:** 33/100

**Expected Attendance:** 145 people

**Event ID:** GXQzP9MGH8uvVQUtHH

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 58 across all properties

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

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<https://becircadian.com/events/poppyscotland-sportive>

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