

Premier League - Racing United vs Treasure Beach

DATE: Sunday, September 14, 2025
LOCATION: Santa Cruz, St. Elizabeth Parish, JM

Event Description

Premier League - Racing United vs Treasure Beach is a premier sports event in Santa Cruz. 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: 49/100

Expected Attendance: 869 people

Event ID: 9WxkrWc3cdCantAJqL

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 348 across all properties

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