

# Premier League - Spanish Town Police vs Treasure Beach

DATE: Sunday, August 24, 2025  
LOCATION: Santa Cruz, St. Elizabeth Parish, JM

## Event Description

Premier League - Spanish Town Police 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:** AEB2G45h7avgNYxvQP

## 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.*