

Premier League - Treasure Beach vs Montego Bay United

DATE: Monday, September 1, 2025
LOCATION: Montego Bay, St. James Parish, JM

Event Description

Premier League - Treasure Beach vs Montego Bay United is a premier sports event in Montego Bay. 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: 60/100

Expected Attendance: 3,300 people

Event ID: 4z3WYp2HeaZHPcMKtG

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,320 across all properties

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