

# Premiership - 1st Phase - Aberdeen vs Motherwell

DATE: Saturday, September 27, 2025  
LOCATION: Motherwell, Scotland, GB

## Event Description

Premiership - 1st Phase - Aberdeen vs Motherwell is a premier sports event in Motherwell. 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:** 67/100

**Expected Attendance:** 7,195 people

**Event ID:** BJseLb9VDHvGyGfH3F

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,878 across all properties

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