

# Premiership - 1st Phase - Dundee United vs Dundee

DATE: Sunday, August 31, 2025  
LOCATION: Dundee, Scotland, GB

## Event Description

Premiership - 1st Phase - Dundee United vs Dundee is a premier sports event in Dundee. 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:** 71/100  
**Expected Attendance:** 10,750 people  
**Event ID:** 7h9tc3uXwgBxTBmMhJ

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 4,300 across all properties

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