

Premiership - 1st Phase - Dundee United vs Motherwell

DATE: Wednesday, October 29, 2025
LOCATION: Motherwell, Scotland, GB

Event Description

Premiership - 1st Phase - Dundee United 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: 66/100

Expected Attendance: 6,446 people

Event ID: 9bpycHKgVFgXCigPEa

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,578 across all properties

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