

Premiership - 1st Phase - Dundee vs Kilmarnock

DATE: Saturday, August 23, 2025
LOCATION: Kilmarnock, Scotland, GB

Event Description

Premiership - 1st Phase - Dundee vs Kilmarnock is a premier sports event in Kilmarnock. 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: 65/100

Expected Attendance: 5,670 people

Event ID: HsnULJwbk6kLiGVx8r

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,268 across all properties

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