

Premiership - 1st Phase - Kilmarnock vs Falkirk

DATE: Saturday, November 1, 2025
LOCATION: Grangemouth, Scotland, GB

Event Description

Premiership - 1st Phase - Kilmarnock vs Falkirk is a premier sports event in Grangemouth. 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: 7,461 people

Event ID: AT5WC4bb5GNU5bX72Y

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: 2,984 across all properties

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