

Premiership - 1st Phase - Kilmarnock vs Motherwell

DATE: Saturday, January 24, 2026
LOCATION: Motherwell, Scotland, GB

Event Description

Premiership - 1st Phase - Kilmarnock 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: 65/100

Expected Attendance: 5,338 people

Event ID: 57CwWrWkuz8yk3aM6P

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: 2,135 across all properties

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