

Premiership - 1st Phase - Livingston vs Celtic

DATE: Wednesday, February 11, 2026
LOCATION: Glasgow, Scotland, GB

Event Description

Premiership - 1st Phase - Livingston vs Celtic is a premier sports event in Glasgow. 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: 85/100
Expected Attendance: 58,954 people
Event ID: 3FPdRxxwN5AssT8mj8R

Hotel Demand Indicators

ADR Impact Index: 8.7x baseline (varies by property tier & location)
Occupancy Impact: +65 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 40km from venue
Estimated Room Nights: 23,582 across all properties

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