

# Premiership - 1st Phase - Motherwell vs Hearts

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

## Event Description

Premiership - 1st Phase - Motherwell vs Hearts is a premier sports event in Edinburgh. 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:** 75/100

**Expected Attendance:** 18,717 people

**Event ID:** BCuwRZ7FpvnNcM4GXp

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 7,487 across all properties

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