

Premiership - 1st Phase - Motherwell vs Hibernian

DATE: Saturday, January 10, 2026
LOCATION: Edinburgh, Scotland, GB

Event Description

Premiership - 1st Phase - Motherwell vs Hibernian 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: 74/100

Expected Attendance: 16,454 people

Event ID: E6bTzurvZz8jhpRSgr

Hotel Demand Indicators

ADR Impact Index: 7.8x 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: 6,582 across all properties

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