

Premiership - 1st Phase - St. Mirren vs Falkirk

DATE: Saturday, September 13, 2025
LOCATION: Grangemouth, Scotland, GB

Event Description

Premiership - 1st Phase - St. Mirren 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: 7,460 people

Event ID: HvjxrRQAxkoCRq7HrV

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.