

Premiership - 1st Phase - St. Mirren vs Hibernian

DATE: Sunday, August 31, 2025
LOCATION: Edinburgh, Scotland, GB

Event Description

Premiership - 1st Phase - St. Mirren 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: 75/100

Expected Attendance: 17,658 people

Event ID: 3JnqGR6oeodgJf7F2p

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: 7,063 across all properties

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