

# Scottish Cup - 1st Round - East Stirlingshire vs Newtongrange Star

DATE: Saturday, September 27, 2025  
LOCATION: Newtongrange, Scotland, GB

## Event Description

Scottish Cup - 1st Round - East Stirlingshire vs Newtongrange Star is a premier sports event in Newtongrange. 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:** 53/100

**Expected Attendance:** 1,349 people

**Event ID:** DLPds9mLNn9cM2fCnJ

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 540 across all properties

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