

# Scottish Cup - 1st Round - Nairn County vs Berwick Rangers

DATE: Saturday, September 27, 2025  
LOCATION: Berwick, Northumberland, GB

## Event Description

Scottish Cup - 1st Round - Nairn County vs Berwick Rangers is a premier sports event in Berwick. 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:** 1,364 people  
**Event ID:** q6dayCbnH2zUZQv37C

## 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:** 546 across all properties

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