

Scottish Cup - 2nd Preliminary Round - Easthouses Lily vs Benburb

DATE: Saturday, August 30, 2025
LOCATION: Glasgow, Scotland, GB

Event Description

Scottish Cup - 2nd Preliminary Round - Easthouses Lily vs Benburb is a premier sports event in Glasgow. 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: 49/100

Expected Attendance: 918 people

Event ID: 4gXn6Bt2MFa3xkw2nH

Hotel Demand Indicators

ADR Impact Index: 5.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 367 across all properties

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