

Scottish Cup - 2nd Preliminary Round - Newton Stewart vs Glasgow University

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

Event Description

Scottish Cup - 2nd Preliminary Round - Newton Stewart vs Glasgow University is a premier sports event in Airdrie. 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: 56/100

Expected Attendance: 1,982 people

Event ID: 5ZaRqY99oMZK5S7WJi

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 793 across all properties

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