

Scottish Cup - 2nd Preliminary Round - St Andrews United vs Hill Of Beath Hawthorn

DATE: Saturday, August 30, 2025
LOCATION: Hill of Beath, Scotland, GB

Event Description

Scottish Cup - 2nd Preliminary Round - St Andrews United vs Hill Of Beath Hawthorn is a premier sports event in Hill of Beath. 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: 52/100

Expected Attendance: 1,199 people

Event ID: 9vXWoR4MNEJCtf3onZ

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 480 across all properties

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