

# Scottish Cup - 2nd Preliminary Round - Threave Rovers vs Hawick Royal Albert Utd

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

## Event Description

Scottish Cup - 2nd Preliminary Round - Threave Rovers vs Hawick Royal Albert Utd is a premier sports event in Hawick. 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:** 3PRDv6BQo8MMNKFrai

## 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.*