

Scottish Cup - 2nd Round - Johnstone Burgh vs Camelon Juniors

DATE: Saturday, October 25, 2025
LOCATION: Falkirk, GB

Event Description

Scottish Cup - 2nd Round - Johnstone Burgh vs Camelon Juniors is a premier sports event in Falkirk. 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: 47/100

Expected Attendance: 698 people

Event ID: 8WdjAttHCg8LA4DGc6

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 279 across all properties

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