

Super League Basketball - Sheffield Sharks vs Caledonia Gladiators

DATE: Friday, November 7, 2025
LOCATION: East Kilbride, Scotland, GB

Event Description

Super League Basketball - Sheffield Sharks vs Caledonia Gladiators is a premier sports event in East Kilbride. 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: 64/100

Expected Attendance: 5,257 people

Event ID: AAHD3mbiKD4oLcwENm

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,103 across all properties

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