

Super League Basketball (W) - Newcastle Eagles vs Caledonia Gladiators

DATE: Sunday, December 21, 2025
LOCATION: East Kilbride, Scotland, GB

Event Description

Super League Basketball (W) - Newcastle Eagles 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: 65/100

Expected Attendance: 5,497 people

Event ID: EkQdgtWGj4ueXWgmNk

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,199 across all properties

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