

SWPL 1 - Hibernian vs Glasgow City

DATE: Sunday, November 23, 2025

LOCATION: Glasgow, Scotland, GB

Event Description

SWPL 1 - Hibernian vs Glasgow City is a premier sports event in Glasgow. 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: 53/100

Expected Attendance: 1,487 people

Event ID: 3G9sAjC5V7AUbQhYyj

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 595 across all properties

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