

# SWPL 1 - Motherwell vs Rangers

DATE: Sunday, August 31, 2025  
LOCATION: Cumbernauld, Scotland, GB

---

## Event Description

SWPL 1 - Motherwell vs Rangers is a premier sports event in Cumbernauld. 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:** 59/100

**Expected Attendance:** 2,958 people

**Event ID:** 7a8GDBtxY9Qw3hjyvp

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,183 across all properties

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

---