

United Rugby Championship - Edinburgh vs Glasgow Warriors

DATE: Saturday, December 20, 2025
LOCATION: Glasgow, Scotland, GB

Event Description

United Rugby Championship - Edinburgh vs Glasgow Warriors 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: 75/100

Expected Attendance: 17,120 people

Event ID: 7TbAaKtbaxR3UkwcZ9

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,848 across all properties

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