

Barrow Raiders vs Widnes Vikings

DATE: Sunday, August 17, 2025
LOCATION: Barrow-in-Furness, GB

Event Description

Barrow Raiders vs Widnes Vikings is a premier sports event in Barrow-in-Furness. 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: 4,940 people

Event ID: 6gwquSUdEULpSfVUZn

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: 1,976 across all properties

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