

Braintree Town FC vs Rochdale AFC

DATE: Saturday, September 6, 2025

LOCATION: Rochdale, GB

Event Description

Braintree Town FC vs Rochdale AFC is a premier sports event in Rochdale. 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: 58/100

Expected Attendance: 2,562 people

Event ID: qHu32UVH4b6o2zTeqo

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,025 across all properties

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