

Brighton & Hove Albion vs Aston Villa

DATE: Wednesday, February 11, 2026
LOCATION: Birmingham, England, GB

Event Description

Brighton & Hove Albion vs Aston Villa is a premier sports event in Birmingham. 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: 82/100

Expected Attendance: 41,339 people

Event ID: EndQb74qGXmCK7YMxf

Hotel Demand Indicators

ADR Impact Index: 8.5x baseline (varies by property tier & location)

Occupancy Impact: +63 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 16,536 across all properties

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