

Championship - Middlesbrough vs Stoke City

DATE: Wednesday, January 21, 2026
LOCATION: Stoke-on-Trent, England, GB

Event Description

Championship - Middlesbrough vs Stoke City is a premier sports event in Stoke-on-Trent. 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: 76/100

Expected Attendance: 19,302 people

Event ID: CXrrR2cgHK25hLFwhN

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,721 across all properties

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