

Championship - Millwall vs Oxford United

DATE: Saturday, November 1, 2025

LOCATION: Oxford, England, GB

Event Description

Championship - Millwall vs Oxford United is a premier sports event in Oxford. 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: 71/100

Expected Attendance: 11,023 people

Event ID: 32ZfS9oEPRdkKyZXRF

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,409 across all properties

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