

Championship - Norwich City vs West Bromwich Albion

DATE: Tuesday, January 20, 2026
LOCATION: West Bromwich, England, GB

Event Description

Championship - Norwich City vs West Bromwich Albion is a premier sports event in West Bromwich. 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: 19,443 people

Event ID: 55AeCZJU7PagDTZ597

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: 7,777 across all properties

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