

Championship - West Bromwich Albion vs Swansea City

DATE: Thursday, January 1, 2026
LOCATION: Plasmarl, Wales, GB

Event Description

Championship - West Bromwich Albion vs Swansea City is a premier sports event in Plasmarl. 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: 75/100

Expected Attendance: 16,931 people

Event ID: BoCJaDSjVJoH74cenT

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 6,772 across all properties

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