

Cup - Group Stage - Guildford Flames vs Sheffield Steelers

DATE: Saturday, September 13, 2025
LOCATION: Sheffield, England, GB

Event Description

Cup - Group Stage - Guildford Flames vs Sheffield Steelers is a premier sports event in Sheffield. 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: 68/100
Expected Attendance: 7,587 people
Event ID: 6avqG2vHo47uyfdNDM

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 3,035 across all properties

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