

Cup - Group Stage - Sheffield Steelers vs Cardiff Devils

DATE: Sunday, September 14, 2025
LOCATION: Cardiff, Wales, GB

Event Description

Cup - Group Stage - Sheffield Steelers vs Cardiff Devils is a premier sports event in Cardiff. 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: 60/100

Expected Attendance: 3,088 people

Event ID: EQQHQBfP7Nn3WL2kSA

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,235 across all properties

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