

EFL Trophy - Group Stage - Bromley vs Stevenage

DATE: Tuesday, October 7, 2025
LOCATION: Stevenage, Hertfordshire, GB

Event Description

EFL Trophy - Group Stage - Bromley vs Stevenage is a premier sports event in Stevenage. 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: 48/100
Expected Attendance: 816 people
Event ID: 6MqaDpqBWHi7AAA4W9

Hotel Demand Indicators

ADR Impact Index: 5.6x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 326 across all properties

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