

# EFL Trophy - Group Stage - Chelsea U21 vs Northampton Town

DATE: Tuesday, September 23, 2025  
LOCATION: Northampton, England, GB

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## Event Description

EFL Trophy - Group Stage - Chelsea U21 vs Northampton Town is a premier sports event in Northampton. 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:** 52/100  
**Expected Attendance:** 1,314 people  
**Event ID:** 3HBcciqzSK6evw2mJw

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 526 across all properties

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

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