

EFL Trophy - Group Stage - Chelsea U21 vs Shrewsbury Town

DATE: Tuesday, August 26, 2025
LOCATION: Shrewsbury, England, GB

Event Description

EFL Trophy - Group Stage - Chelsea U21 vs Shrewsbury Town is a premier sports event in Shrewsbury. 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: 55/100
Expected Attendance: 1,714 people
Event ID: EqnVFUHwTxBwz2QuzF

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 686 across all properties

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