

# EFL Trophy - Group Stage - Milton Keynes Dons vs Reading

DATE: Tuesday, October 7, 2025  
LOCATION: Reading, England, GB

## Event Description

EFL Trophy - Group Stage - Milton Keynes Dons vs Reading is a premier sports event in Reading. 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:** 54/100

**Expected Attendance:** 1,623 people

**Event ID:** ED6f4wQEgXvXSc6GBj

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 649 across all properties

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