

EFL Trophy - Group Stage - Northampton Town vs Walsall

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

Event Description

EFL Trophy - Group Stage - Northampton Town vs Walsall is a premier sports event in Walsall. 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: 56/100

Expected Attendance: 1,907 people

Event ID: EYe542eQW4e9nY7DAy

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 763 across all properties

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