

# EFL Trophy - Group Stage - Salford City vs Wigan Athletic

DATE: Tuesday, September 2, 2025  
LOCATION: Wigan, England, GB

## Event Description

EFL Trophy - Group Stage - Salford City vs Wigan Athletic is a premier sports event in Wigan. 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:** 1,983 people

**Event ID:** AGjedDL0HHzn7oPtmS

## 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:** 793 across all properties

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