

Forest Green Rovers vs Braintree Town FC

DATE: Saturday, August 30, 2025
LOCATION: Braintree, England, GB

Event Description

Forest Green Rovers vs Braintree Town FC is a premier sports event in Braintree. 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: 50/100

Expected Attendance: 1,007 people

Event ID: 3P9vEevVw5twVcroTH

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 403 across all properties

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