

League 1 - Keighley Cougars vs Midlands Hurricanes

DATE: Sunday, August 24, 2025
LOCATION: Birmingham, England, GB

Event Description

League 1 - Keighley Cougars vs Midlands Hurricanes is a premier sports event in Birmingham. 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: 70/100

Expected Attendance: 10,152 people

Event ID: HW5YiNPGCBNkNw8xjp

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,061 across all properties

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