

# League 1 - Keighley Cougars vs North Wales Crusaders

DATE: Sunday, August 31, 2025  
LOCATION: Old Colwyn, Wales, GB

## Event Description

League 1 - Keighley Cougars vs North Wales Crusaders is a premier sports event in Old Colwyn. 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:** 64/100

**Expected Attendance:** 5,031 people

**Event ID:** GMfUTYSFMatvxS3X43

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,012 across all properties

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