

League One - Luton Town vs Burton Albion

DATE: Saturday, August 30, 2025
LOCATION: Burton upon Trent, England, GB

Event Description

League One - Luton Town vs Burton Albion is a premier sports event in Burton upon Trent. 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: 63/100

Expected Attendance: 4,487 people

Event ID: 68WEqZDDqw9ouzPtVh

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: 1,795 across all properties

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