

League One - Luton Town vs Northampton Town

DATE: Saturday, October 25, 2025
LOCATION: Northampton, England, GB

Event Description

League One - Luton Town vs Northampton Town is a premier sports event in Northampton. 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: 68/100

Expected Attendance: 8,029 people

Event ID: G6Y6Fk7ENymHKUgfwG

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,212 across all properties

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