

League One - Northampton Town vs Reading

DATE: Tuesday, October 21, 2025
LOCATION: Reading, England, GB

Event Description

League One - Northampton Town vs Reading is a premier sports event in Reading. 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: 69/100

Expected Attendance: 9,228 people

Event ID: GxUYnqvBx577hA8tZd

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,691 across all properties

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