

League One - Northampton Town vs Rotherham United

DATE: Tuesday, January 27, 2026
LOCATION: Rotherham, England, GB

Event Description

League One - Northampton Town vs Rotherham United is a premier sports event in Rotherham. 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: 67/100

Expected Attendance: 6,798 people

Event ID: s5gy7Wmf9Za42LEEAN

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,719 across all properties

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