

# League One - Plymouth Argyle vs Burton Albion

DATE: Saturday, September 27, 2025  
LOCATION: Burton upon Trent, England, GB

## Event Description

League One - Plymouth Argyle 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:** 4,271 people

**Event ID:** FahGa9tCGZtRj49CH4

## 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:** 1,708 across all properties

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