

League One - Reading vs Barnsley

DATE: Saturday, September 13, 2025
LOCATION: Barnsley, South Yorkshire, GB

Event Description

League One - Reading vs Barnsley is a premier sports event in Barnsley, South Yorkshire. 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: 71/100

Expected Attendance: 10,803 people

Event ID: 9aMUn7Cy9rD2URC7WH

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,321 across all properties

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