

# League One - Rotherham United vs Barnsley

DATE: Saturday, October 25, 2025  
LOCATION: Barnsley, South Yorkshire, GB

## Event Description

League One - Rotherham United 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:** 72/100

**Expected Attendance:** 12,468 people

**Event ID:** 99F6Z27jLV9EJG8v9H

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x 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:** 4,987 across all properties

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