

# League One - Rotherham United vs Bradford City

DATE: Saturday, January 10, 2026  
LOCATION: Bradford, England, GB

## Event Description

League One - Rotherham United vs Bradford City is a premier sports event in Bradford. 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:** 74/100

**Expected Attendance:** 15,848 people

**Event ID:** 6PC8KENHCFbmNLuszL

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x 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:** 6,339 across all properties

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