

# League One - Stevenage vs Reading

DATE: Thursday, November 6, 2025

LOCATION: Reading, England, GB

## Event Description

League One - Stevenage vs Reading is a premier sports event in Reading. 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:** 69/100

**Expected Attendance:** 9,233 people

**Event ID:** BdvP7b8dSfKUXUs49L

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x 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:** 3,693 across all properties

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