

League One - Wigan Athletic vs Luton Town

DATE: Tuesday, August 19, 2025
LOCATION: Luton, England, GB

Event Description

League One - Wigan Athletic vs Luton Town is a premier sports event in Luton. 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: 10,751 people

Event ID: F6E8fyUKBgDYuJAyvr

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: 4,300 across all properties

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