

League Two - Accrington Stanley vs Salford City

DATE: Saturday, August 16, 2025
LOCATION: Salford, Greater Manchester, GB

Event Description

League Two - Accrington Stanley vs Salford City is a premier sports event in Salford, Greater Manchester. 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: 59/100

Expected Attendance: 2,943 people

Event ID: 4M6rE42VfwAxyjCWQm

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,177 across all properties

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