

# League Two - Colchester United vs Swindon Town

DATE: Saturday, October 25, 2025  
LOCATION: Swindon, England, GB

## Event Description

League Two - Colchester United vs Swindon Town is a premier sports event in Swindon. 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:** 8,542 people

**Event ID:** 9DqCTuKkgnEBGosd5X

## 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:** 3,417 across all properties

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