

# League Two - Salford City vs Barrow

DATE: Thursday, January 1, 2026  
LOCATION: Barrow-in-Furness, Cumbria, GB

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## Event Description

League Two - Salford City vs Barrow is a premier sports event in Barrow-in-Furness, Cumbria. 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:** 62/100

**Expected Attendance:** 3,848 people

**Event ID:** AhDjCoScxktN5fHDdF

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,539 across all properties

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

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