

League Two - Shrewsbury Town vs Barrow

DATE: Saturday, October 4, 2025
LOCATION: Barrow-in-Furness, Cumbria, GB

Event Description

League Two - Shrewsbury Town 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: 60/100

Expected Attendance: 3,047 people

Event ID: A9qpKHw2oeicFjvtE

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,219 across all properties

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