

League Two - Shrewsbury Town vs Harrogate Town

DATE: Saturday, September 20, 2025
LOCATION: Harrogate, England, GB

Event Description

League Two - Shrewsbury Town vs Harrogate Town is a premier sports event in Harrogate. 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: 2,819 people

Event ID: 6q9kuNs6Jpk5Evq5GP

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: 1,128 across all properties

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