

League Two - Shrewsbury Town vs Milton Keynes Dons

DATE: Saturday, January 24, 2026
LOCATION: Bletchley, England, GB

Event Description

League Two - Shrewsbury Town vs Milton Keynes Dons is a premier sports event in Bletchley. 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: 67/100

Expected Attendance: 7,030 people

Event ID: A8jpTVKDXT882gSoPU

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,812 across all properties

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