

# League Two - Swindon Town vs Accrington Stanley

DATE: Saturday, October 18, 2025  
LOCATION: Accrington, Lancashire, GB

## Event Description

League Two - Swindon Town vs Accrington Stanley is a premier sports event in Accrington, Lancashire. 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:** 56/100

**Expected Attendance:** 2,084 people

**Event ID:** EEwcT7Vfcso4KBr2kQ

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 834 across all properties

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