

# Liverpool FC vs Sunderland AFC

DATE: Wednesday, February 11, 2026

LOCATION: Sunderland, England, GB

## Event Description

Liverpool FC vs Sunderland AFC is a premier sports event in Sunderland. 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:** 81/100

**Expected Attendance:** 37,242 people

**Event ID:** 7VfykEncJvVF2xFBa7

## Hotel Demand Indicators

**ADR Impact Index:** 8.4x baseline (varies by property tier & location)

**Occupancy Impact:** +63 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 14,897 across all properties

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