

# Middlesbrough FC vs Preston North End

DATE: Saturday, September 13, 2025  
LOCATION: Preston, England, GB

## Event Description

Middlesbrough FC vs Preston North End is a premier sports event in Preston. 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:** 76/100

**Expected Attendance:** 19,391 people

**Event ID:** S4s9JgGjmP8PMPoTiT

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

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

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 7,756 across all properties

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