

# Millwall FC vs Swansea City

DATE: Saturday, September 27, 2025

LOCATION: Plasmarl, Wales, GB

## Event Description

Millwall FC vs Swansea City is a premier sports event in Plasmarl. 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:** 73/100

**Expected Attendance:** 14,942 people

**Event ID:** 5vdAsc2jimEN53KoeU

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

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

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,977 across all properties

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