

National League - Aldershot Town vs Southend United

DATE: Saturday, October 4, 2025
LOCATION: Southend-on-Sea, England, GB

Event Description

National League - Aldershot Town vs Southend United is a premier sports event in Southend-on-Sea. 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: 68/100

Expected Attendance: 7,754 people

Event ID: azgeDemKXkNmNB9TaN

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,102 across all properties

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