

Newcastle Red Bulls vs USA Perpignan

DATE: Saturday, January 10, 2026
LOCATION: Newcastle upon Tyne, England, GB

Event Description

Newcastle Red Bulls vs USA Perpignan is a premier sports event in Newcastle upon Tyne. 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: 65/100

Expected Attendance: 5,431 people

Event ID: 944WbgoM99crC9JH3B

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,172 across all properties

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