

# Non League Div One - Isthmian North - Bowers & Pitsea vs Stanway Rovers

DATE: Tuesday, September 16, 2025  
LOCATION: Colchester, Essex, GB

## Event Description

Non League Div One - Isthmian North - Bowers & Pitsea vs Stanway Rovers is a premier sports event in Colchester, Essex. 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:** 45/100

**Expected Attendance:** 567 people

**Event ID:** HrtFNuwgSTVAPGRfWV

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 227 across all properties

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