

Non League Div One - Isthmian North - Heybridge Swifts vs Cambridge City

DATE: Saturday, October 25, 2025
LOCATION: Sawston, Cambridgeshire, GB

Event Description

Non League Div One - Isthmian North - Heybridge Swifts vs Cambridge City is a premier sports event in Sawston, Cambridgeshire. 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: 53/100

Expected Attendance: 1,349 people

Event ID: FsV29VWeVuXv5HCAis

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 540 across all properties

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