

# Non League Div One - Isthmian South East - Deal Town vs Hassocks

DATE: Tuesday, September 23, 2025  
LOCATION: Hassocks, West Sussex, GB

## Event Description

Non League Div One - Isthmian South East - Deal Town vs Hassocks is a premier sports event in Hassocks, West Sussex. 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:** 1,381 people

**Event ID:** 7Ky2R368peStih5U2t

## 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:** 552 across all properties

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