

Non League Div One - Northern East - Ashington AFC vs Dunston UTS

DATE: Tuesday, August 19, 2025
LOCATION: Gateshead, Tyne and Wear, GB

Event Description

Non League Div One - Northern East - Ashington AFC vs Dunston UTS is a premier sports event in Gateshead, Tyne and Wear. 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: 54/100

Expected Attendance: 1,524 people

Event ID: CMw9xXHViy9dQ2M43M

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 610 across all properties

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