

# Non League Div One - Northern East - Hallam vs Silsden

DATE: Tuesday, September 30, 2025  
LOCATION: Silsden, Keighley, West Yorkshire, GB

## Event Description

Non League Div One - Northern East - Hallam vs Silsden is a premier sports event in Silsden, Keighley, West Yorkshire. 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:** 1,463 people

**Event ID:** 4JVv7zW868cKb9ejPN

## 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:** 585 across all properties

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