

# Non League Div One - Northern East - Matlock Town vs Dunston UTS

DATE: Saturday, November 1, 2025  
LOCATION: Gateshead, Tyne and Wear, GB

## Event Description

Non League Div One - Northern East - Matlock Town 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:** 1,656 people

**Event ID:** 6nYHaeRaqWztBxhbE

## 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:** 662 across all properties

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