

# Non League Div One - Northern Midlands - Bedworth United vs AFC Rushden & Diamonds

DATE: Tuesday, August 19, 2025  
LOCATION: Rushden, Northamptonshire, GB

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## Event Description

Non League Div One - Northern Midlands - Bedworth United vs AFC Rushden & Diamonds is a premier sports event in Rushden, Northamptonshire. 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:** 52/100

**Expected Attendance:** 1,197 people

**Event ID:** 6xUWwWVy8S4itrJTyQF

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 479 across all properties

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