

Non League Div One - Northern Midlands - Mickleover vs Boldmere St. Michaels

DATE: Tuesday, August 19, 2025
LOCATION: Sutton Coldfield, West Midlands, GB

Event Description

Non League Div One - Northern Midlands - Mickleover vs Boldmere St. Michaels is a premier sports event in Sutton Coldfield, West Midlands. 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: 4Uqao7jirsd6Ca8Xx

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.