

# Non League Div One - Northern Midlands - Rugby Borough vs Sutton Coldfield Town

DATE: Tuesday, October 21, 2025  
LOCATION: Sutton Coldfield, West Midlands, GB

## Event Description

Non League Div One - Northern Midlands - Rugby Borough vs Sutton Coldfield Town 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:** 1,521 people

**Event ID:** 9MuCZpZPGaoeFiLqq7

## 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:** 608 across all properties

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