

Non League Div One - Northern Midlands - Shepshed Dynamo vs Long Eaton United

DATE: Tuesday, August 19, 2025
LOCATION: Long Eaton, Derbyshire, GB

Event Description

Non League Div One - Northern Midlands - Shepshed Dynamo vs Long Eaton United is a premier sports event in Long Eaton. 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: 33GGpDFLN7hE8gxTp

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.