

Non League Div One - Northern Midlands - Shepshed Dynamo vs Rugby Town

DATE: Monday, August 25, 2025
LOCATION: Rugby, Warwickshire, GB

Event Description

Non League Div One - Northern Midlands - Shepshed Dynamo vs Rugby Town is a premier sports event in Rugby, Warwickshire. 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: 1,630 people

Event ID: 987GgPyB3jwgecvDMv

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: 652 across all properties

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