

Non League Div One - Northern West - Atherton Collieries vs Newcastle Town

DATE: Saturday, August 23, 2025
LOCATION: Newcastle-under-Lyme, Staffordshire, GB

Event Description

Non League Div One - Northern West - Atherton Collieries vs Newcastle Town is a premier sports event in Newcastle-under-Lyme, Staffordshire. 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: 51/100

Expected Attendance: 1,186 people

Event ID: GNFuo7UdPudHZatY9x

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 474 across all properties

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