

Non League Div One - Northern West - Trafford vs Sporting Khalsa

DATE: Saturday, January 17, 2026
LOCATION: Willenhall, West Midlands, GB

Event Description

Non League Div One - Northern West - Trafford vs Sporting Khalsa is a premier sports event in Willenhall, 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: 55/100

Expected Attendance: 1,738 people

Event ID: 8LsumDBtkEEmau3iNm

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 695 across all properties

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