

Non League Div One - Southern Central - Biggleswade Town vs Barton Rovers

DATE: Saturday, September 20, 2025
LOCATION: Barton-Le-Clay, Bedfordshire, GB

Event Description

Non League Div One - Southern Central - Biggleswade Town vs Barton Rovers is a premier sports event in Barton-Le-Clay, Bedfordshire. 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: 53/100

Expected Attendance: 1,453 people

Event ID: F6pGJsmxJ6qpxHjR7n

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 581 across all properties

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