

# Non League Div One - Southern Central - Biggleswade Town vs Leighton Town

DATE: Tuesday, October 14, 2025  
LOCATION: Leighton Buzzard, Bedfordshire, GB

## Event Description

Non League Div One - Southern Central - Biggleswade Town vs Leighton Town is a premier sports event in Leighton Buzzard, 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:** 54/100

**Expected Attendance:** 1,543 people

**Event ID:** CzryozN3gRnz7g7TRL

## 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:** 617 across all properties

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