

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

DATE: Monday, August 25, 2025  
LOCATION: Biggleswade, Bedfordshire, GB

## Event Description

Non League Div One - Southern Central - Biggleswade vs Biggleswade Town is a premier sports event in Biggleswade, 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:** 49/100

**Expected Attendance:** 859 people

**Event ID:** AASCuaML7L4P6SharP

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 344 across all properties

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