

# Non League Div One - Southern Central - Hadley vs Dunstable

DATE: Saturday, August 23, 2025  
LOCATION: Dunstable, England, GB

## Event Description

Non League Div One - Southern Central - Hadley vs Dunstable is a premier sports event in Dunstable. 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:** 1,424 people  
**Event ID:** DTD7BNgLN7BXbcfnkG

## 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:** 570 across all properties

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