

Non League Div One - Southern Central - Hitchin Town vs Leighton Town

DATE: Tuesday, October 21, 2025
LOCATION: Leighton Buzzard, Bedfordshire, GB

Event Description

Non League Div One - Southern Central - Hitchin 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: ht5R3wNdkrCWcjXKe9

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.