

# Non League Div One - Southern Central - Hitchin Town vs Ware

DATE: Tuesday, October 28, 2025  
LOCATION: Ware, England, GB

## Event Description

Non League Div One - Southern Central - Hitchin Town vs Ware is a premier sports event in Ware. 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:** 55/100

**Expected Attendance:** 1,827 people

**Event ID:** HAVrL9cqL5b76n8B9y

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 731 across all properties

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