

Non League Div One - Southern South - Bashley vs Didcot Town

DATE: Saturday, September 20, 2025
LOCATION: Didcot, Oxfordshire, GB

Event Description

Non League Div One - Southern South - Bashley vs Didcot Town is a premier sports event in Didcot, Oxfordshire. 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: 52/100
Expected Attendance: 1,317 people
Event ID: 48mFax7nEBsL7mR3m9

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 527 across all properties

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