

Non League Div One - Southern South - Frome Town vs Malvern Town

DATE: Saturday, October 25, 2025
LOCATION: Malvern, Worcestershire, GB

Event Description

Non League Div One - Southern South - Frome Town vs Malvern Town is a premier sports event in Malvern, Worcestershire. 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: 1,453 people
Event ID: 3UybeUB4bxGnYhs8Jm

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: 581 across all properties

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