

# Non League Div One - Southern South - Larkhall Athletic vs Frome Town

DATE: Wednesday, October 29, 2025  
LOCATION: Frome, Somerset, GB

## Event Description

Non League Div One - Southern South - Larkhall Athletic vs Frome Town is a premier sports event in Frome, Somerset. 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:** 1,631 people

**Event ID:** 8qS3TbB5gnMphicdm4

## 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:** 652 across all properties

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