

# Non League Div One - Southern South - Malvern Town vs Falmouth Town

DATE: Saturday, November 1, 2025  
LOCATION: Diss, Norfolk, GB

## Event Description

Non League Div One - Southern South - Malvern Town vs Falmouth Town is a premier sports event in Diss, Norfolk. 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:** 1,656 people  
**Event ID:** DwzrTazwN4nu85jWDe

## 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:** 662 across all properties

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