

# Non League Div One - Southern South - Malvern Town vs Hartpury University

DATE: Monday, August 25, 2025  
LOCATION: Gloucester, Gloucestershire, GB

## Event Description

Non League Div One - Southern South - Malvern Town vs Hartpury University is a premier sports event in Gloucester, Gloucestershire. 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:** 47/100  
**Expected Attendance:** 682 people  
**Event ID:** 93w4aW3bxKSPUewoN

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 30 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 273 across all properties

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