

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

DATE: Saturday, August 30, 2025  
LOCATION: Malvern, Worcestershire, GB

## Event Description

Non League Div One - Southern South - Melksham 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:** 51/100

**Expected Attendance:** 1,186 people

**Event ID:** fwSu5pUBgQBsuUPYM7

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 474 across all properties

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