

Non League Premier - Isthmian - Billericay Town vs Hashtag United

DATE: Monday, August 25, 2025
LOCATION: Aveley, Essex, GB

Event Description

Non League Premier - Isthmian - Billericay Town vs Hashtag United is a premier sports event in Aveley, Essex. 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: 48/100

Expected Attendance: 821 people

Event ID: 8CfcfXcnBaemQEUcyq

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 328 across all properties

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