

# Non League Premier - Isthmian - Brentwood Town vs Potters Bar Town

DATE: Saturday, August 16, 2025  
LOCATION: Potters Bar, Hertfordshire, GB

## Event Description

Non League Premier - Isthmian - Brentwood Town vs Potters Bar Town is a premier sports event in Potters Bar, Hertfordshire. 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:** 1,510 people

**Event ID:** EwncbB2TAdezN8YPTe

## 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:** 604 across all properties

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