

# Non League Premier - Southern Central - Bury Town vs Needham Market

DATE: Wednesday, October 22, 2025  
LOCATION: Needham Market, Suffolk, GB

## Event Description

Non League Premier - Southern Central - Bury Town vs Needham Market is a premier sports event in Needham Market, Suffolk. 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:** 52/100

**Expected Attendance:** 1,296 people

**Event ID:** 3QFKDntAnB9DwGwgPo

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 518 across all properties

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