

Non League Premier - Southern Central - Harborough Town vs Bury Town

DATE: Saturday, August 16, 2025
LOCATION: Bury St Edmunds, Suffolk, GB

Event Description

Non League Premier - Southern Central - Harborough Town vs Bury Town is a premier sports event in Bury St Edmunds, 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: 50/100

Expected Attendance: 958 people

Event ID: EWrSmRYPSaLJjafnxL

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: 383 across all properties

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