

Non League Premier - Southern Central - Real Bedford vs St Ives Town

DATE: Monday, August 25, 2025
LOCATION: Saint Ives, England, GB

Event Description

Non League Premier - Southern Central - Real Bedford vs St Ives Town is a premier sports event in Saint Ives. 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: 1,083 people

Event ID: EKKsJksu52DUZf7Whu

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: 433 across all properties

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