

Non League Premier - Southern Central - St Ives Town vs Halesowen Town

DATE: Saturday, September 20, 2025
LOCATION: Halesowen, West Midlands, GB

Event Description

Non League Premier - Southern Central - St Ives Town vs Halesowen Town is a premier sports event in Halesowen, West Midlands. 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: 3Yo8w9KLrzRGGAXtQo

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.