

# Non League Premier - Southern South - Chertsey Town vs Yate Town

DATE: Saturday, August 23, 2025  
LOCATION: Yate, South Gloucestershire, GB

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## Event Description

Non League Premier - Southern South - Chertsey Town vs Yate Town is a premier sports event in Yate, South Gloucestershire. 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:** 57/100

**Expected Attendance:** 2,323 people

**Event ID:** Ch2BKUwnUgHuzU9Uny

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 929 across all properties

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

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