

Non League Premier - Southern South - Sholing vs Walton & Hersham

DATE: Tuesday, September 30, 2025
LOCATION: Walton-on-Thames, Surrey, GB

Event Description

Non League Premier - Southern South - Sholing vs Walton & Hersham is a premier sports event in Walton-on-Thames, Surrey. 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: 1,325 people

Event ID: 3BUWM6DN5QUAX6FPLc

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: 530 across all properties

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