

Non League Premier - Southern South - Yate Town vs Basingstoke Town

DATE: Tuesday, September 23, 2025
LOCATION: Basingstoke, Hampshire, GB

Event Description

Non League Premier - Southern South - Yate Town vs Basingstoke Town is a premier sports event in Basingstoke, Hampshire. 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: Dz7pZAzQ6t2sD95Cg2

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.