

Norwich City vs Preston North End

DATE: Saturday, December 20, 2025

LOCATION: Preston, England, GB

Event Description

Norwich City vs Preston North End is a premier sports event in Preston. 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: 75/100

Expected Attendance: 17,938 people

Event ID: 9UksUDL3HX4MyDUdUc

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,175 across all properties

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