

Premier League Cup - Group Stage - Birmingham City U21 vs Reading U21

DATE: Saturday, December 13, 2025
LOCATION: Reading, England, GB

Event Description

Premier League Cup - Group Stage - Birmingham City U21 vs Reading U21 is a premier sports event in Reading. 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: 72/100

Expected Attendance: 12,317 people

Event ID: 74jB99SKtH3fsxjbhm

Hotel Demand Indicators

ADR Impact Index: 7.6x 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: 4,927 across all properties

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