

# Premier League Cup - Group Stage - Charlton Athletic U21 vs Preston North End U21

DATE: Tuesday, September 23, 2025

LOCATION: Chorley, Lancashire, GB

---

## Event Description

Premier League Cup - Group Stage - Charlton Athletic U21 vs Preston North End U21 is a premier sports event in Chorley, Lancashire. 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:** 56/100

**Expected Attendance:** 2,015 people

**Event ID:** DeRDQDkReYS9eqv2Y4

## 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:** 806 across all properties

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