

# Premier League Cup - Group Stage - Colchester United U21 vs Norwich City U21

DATE: Friday, September 12, 2025  
LOCATION: Colney, Norfolk, GB

## Event Description

Premier League Cup - Group Stage - Colchester United U21 vs Norwich City U21 is a premier sports event in Colney, Norfolk. 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:** 50/100

**Expected Attendance:** 962 people

**Event ID:** EL7SNzt37garZHuqdR

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 385 across all properties

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