

Premier League Cup - Group Stage - Colchester United U21 vs Sunderland U21

DATE: Friday, October 17, 2025
LOCATION: Hetton-le-Hole, England, GB

Event Description

Premier League Cup - Group Stage - Colchester United U21 vs Sunderland U21 is a premier sports event in Hetton-le-Hole. 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: 1,048 people

Event ID: EjqRrP9inXjuAr2cRb

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: 419 across all properties

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