

Premier League Cup - Group Stage - Preston North End U21 vs Ipswich Town U21

DATE: Tuesday, October 28, 2025
LOCATION: Needham Market, Suffolk, GB

Event Description

Premier League Cup - Group Stage - Preston North End U21 vs Ipswich Town U21 is a premier sports event in Needham Market, Suffolk. 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: 58/100

Expected Attendance: 2,597 people

Event ID: FLdMLJ3nifvDp38Yi3

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,039 across all properties

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