

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

DATE: Thursday, October 16, 2025  
LOCATION: Stratford-upon-Avon, Warwickshire, GB

## Event Description

Premier League Cup - Group Stage - Reading U21 vs Birmingham City U21 is a premier sports event in Stratford-upon-Avon, Warwickshire. 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:** 52/100

**Expected Attendance:** 1,322 people

**Event ID:** 4gKkMoLEVdRF59U9JH

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 529 across all properties

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