

Premier League Cup - Group Stage - Sheffield United U21 vs Stoke City U21

DATE: Tuesday, October 28, 2025
LOCATION: Newcastle-under-Lyme, Staffordshire, GB

Event Description

Premier League Cup - Group Stage - Sheffield United U21 vs Stoke City U21 is a premier sports event in Newcastle-under-Lyme, Staffordshire. 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: 4nUfgASdSyc767wPHP

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.