

Professional Development League - Millwall U21 vs Bristol City U21

DATE: Tuesday, November 4, 2025
LOCATION: Failand, Somerset, GB

Event Description

Professional Development League - Millwall U21 vs Bristol City U21 is a premier sports event in Failand, Somerset. 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: 1,223 people

Event ID: 4FryHRxSYVNZezzA9t

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: 489 across all properties

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