

Professional Development League - Sheffield United U21 vs Brentford U21

DATE: Sunday, August 24, 2025
LOCATION: Staines-upon-Thames, England, GB

Event Description

Professional Development League - Sheffield United U21 vs Brentford U21 is a premier sports event in Staines-upon-Thames. 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: 55/100

Expected Attendance: 1,681 people

Event ID: AzFFqZkReH3HVcuRaE

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 672 across all properties

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