

# Professional Development League - Swansea City U21 vs Wigan Athletic U21

DATE: Tuesday, September 16, 2025  
LOCATION: Wigan, England, GB

## Event Description

Professional Development League - Swansea City U21 vs Wigan Athletic U21 is a premier sports event in Wigan. 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:** 67/100

**Expected Attendance:** 7,492 people

**Event ID:** AHy8n8G76pQuEXvZYW

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,997 across all properties

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