

# Professional Development League - Watford U21 vs Sheffield Wednesday U21

DATE: Monday, August 18, 2025  
LOCATION: Sheffield, England, GB

## Event Description

Professional Development League - Watford U21 vs Sheffield Wednesday U21 is a premier sports event in Sheffield. 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:** 73/100

**Expected Attendance:** 13,579 people

**Event ID:** AjmpBiWy5WPDnRGodX

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,432 across all properties

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