

# Sheffield United vs Stoke City

DATE: Monday, December 29, 2025  
LOCATION: Stoke-on-Trent, England, GB

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## Event Description

Sheffield United vs Stoke City is a premier sports event in Stoke-on-Trent. 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:** 76/100

**Expected Attendance:** 19,302 people

**Event ID:** FoFt37LXJauQvJWbqJ

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

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

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 7,721 across all properties

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

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Document generated on 6/4/2026, 1:54:30 AM