

Southend United vs Braintree Town FC

DATE: Friday, December 26, 2025
LOCATION: Braintree, England, GB

Event Description

Southend United vs Braintree Town FC is a premier sports event in Braintree. 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: 54/100

Expected Attendance: 1,669 people

Event ID: aQwKkA3KRiAEbnLzEa

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 668 across all properties

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