

# Stockport County FC vs Wigan Athletic

DATE: Tuesday, August 26, 2025

LOCATION: Wigan, England, GB

## Event Description

Stockport County FC vs Wigan Athletic 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:** 60/100

**Expected Attendance:** 3,119 people

**Event ID:** 8dHCmtXy2SZng6LK2v

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,248 across all properties

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