

Stoke City vs Middlesbrough FC

DATE: Tuesday, September 30, 2025
LOCATION: Middlesbrough, England, GB

Event Description

Stoke City vs Middlesbrough FC is a premier sports event in Middlesbrough. 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: 78/100

Expected Attendance: 24,707 people

Event ID: AxAa7kvQy4Fd9s42cg

Hotel Demand Indicators

ADR Impact Index: 8.1x 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: 9,883 across all properties

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