

Super League Women - York Valkyrie vs St. Helens

DATE: Saturday, August 30, 2025
LOCATION: Saint Helens, England, GB

Event Description

Super League Women - York Valkyrie vs St. Helens is a premier sports event in Saint Helens. 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: 70/100

Expected Attendance: 10,070 people

Event ID: FFBHfvpAvgbq2sRCXF

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,028 across all properties

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