

# T20 Blast 2025 - HAMPSHIRE vs DURHAM

DATE: Friday, September 5, 2025  
LOCATION: Chester-le-Street, England, GB

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## Event Description

T20 Blast 2025 - HAMPSHIRE vs DURHAM is a premier sports event in Chester-le-Street. 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:** 75/100

**Expected Attendance:** 17,000 people

**Event ID:** 85mjsuseZ7e8MEDCk5

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x 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:** 6,800 across all properties

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

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