

WSL 2 - Sheffield United vs Sunderland

DATE: Friday, February 6, 2026
LOCATION: Sunderland, England, GB

Event Description

WSL 2 - Sheffield United vs Sunderland is a premier sports event in Sunderland. 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: 76/100

Expected Attendance: 19,100 people

Event ID: F2uvd3VdFXxn4bNxjQ

Hotel Demand Indicators

ADR Impact Index: 8.0x 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: 7,640 across all properties

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