

# WSL 2 - Sunderland vs Southampton

DATE: Sunday, September 28, 2025

LOCATION: England, GB

## Event Description

WSL 2 - Sunderland vs Southampton is a premier sports event in the region. 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:** 53/100

**Expected Attendance:** 1,367 people

**Event ID:** 3Z8rofJnPszfDksqeB

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 547 across all properties

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