

FA Cup - 1st Round - Braintree Town vs Chelmsford City

DATE: Saturday, November 1, 2025
LOCATION: Chelmsford, Essex, GB

Event Description

FA Cup - 1st Round - Braintree Town vs Chelmsford City is a premier sports event in Chelmsford, Essex. 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: 61/100

Expected Attendance: 3,502 people

Event ID: EmckNc4QYbVoGhChdc

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,401 across all properties

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