

FA Cup - 1st Round Qualifying - Atherstone Town vs Rushall Olympic

DATE: Saturday, August 30, 2025
LOCATION: Walsall, West Midlands, GB

Event Description

FA Cup - 1st Round Qualifying - Atherstone Town vs Rushall Olympic is a premier sports event in Walsall, West Midlands. 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: 50/100

Expected Attendance: 1,017 people

Event ID: nt3HxgX9nvsbf2pgbP

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 407 across all properties

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