

# FA Cup - 1st Round Qualifying - Redcar Athletic vs Pickering Town

DATE: Friday, August 29, 2025  
LOCATION: Pickering, England, GB

## Event Description

FA Cup - 1st Round Qualifying - Redcar Athletic vs Pickering Town is a premier sports event in Pickering. 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:** 52/100

**Expected Attendance:** 1,198 people

**Event ID:** BVDEhZbqmuLDzde4AK

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 479 across all properties

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