

# FA Cup - 1st Round Qualifying Replays - Bourne Town vs Shepshed Dynamo

DATE: Tuesday, September 2, 2025  
LOCATION: Shepshed, Leicestershire, GB

## Event Description

FA Cup - 1st Round Qualifying Replays - Bourne Town vs Shepshed Dynamo is a premier sports event in Shepshed, Leicestershire. 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:** 55/100  
**Expected Attendance:** 1,779 people  
**Event ID:** 9DgnBQUrfsvTMr87mF

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 712 across all properties

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