

# FA Cup - 1st Round Qualifying Replays - Hayes & Yeading United vs Whitehawk

DATE: Wednesday, September 3, 2025  
LOCATION: Brighton, East Sussex, GB

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## Event Description

FA Cup - 1st Round Qualifying Replays - Hayes & Yeading United vs Whitehawk is a premier sports event in Brighton, East Sussex. 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:** 54/100

**Expected Attendance:** 1,521 people

**Event ID:** H8MipRgzfeX9GPuaCG

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 608 across all properties

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

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