

FA Cup - 1st Round Qualifying - St Ives Town vs Berkhamsted

DATE: Saturday, August 30, 2025
LOCATION: Berkhamsted, England, GB

Event Description

FA Cup - 1st Round Qualifying - St Ives Town vs Berkhamsted is a premier sports event in Berkhamsted. 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: 1,815 people
Event ID: GaBJpLJdoYBZBt6ZNL

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: 726 across all properties

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