

FA Cup - 1st Round - Shrewsbury Town vs South Shields

DATE: Sunday, November 2, 2025
LOCATION: South Shields, Tyne and Wear, GB

Event Description

FA Cup - 1st Round - Shrewsbury Town vs South Shields is a premier sports event in South Shields, Tyne and Wear. 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: 61/100

Expected Attendance: 3,570 people

Event ID: 9cfH7zvQcpjstbwbdG

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,428 across all properties

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