

# FA Cup - 2nd Round - Barrow vs Wigan Athletic

DATE: Saturday, December 6, 2025  
LOCATION: Wigan, England, GB

## Event Description

FA Cup - 2nd Round - Barrow vs Wigan Athletic is a premier sports event in Wigan. 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:** 70/100  
**Expected Attendance:** 10,356 people  
**Event ID:** CNECJx7pREPT9ZXjoB

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 4,142 across all properties

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