

# FA Cup - 2nd Round Qualifying - Bishop's Stortford vs Hemel Hempstead Town

DATE: Saturday, September 13, 2025  
LOCATION: Hemel Hempstead, Hertfordshire, GB

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## Event Description

FA Cup - 2nd Round Qualifying - Bishop's Stortford vs Hemel Hempstead Town is a premier sports event in Hemel Hempstead, Hertfordshire. 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:** 52/100

**Expected Attendance:** 1,313 people

**Event ID:** FUsfsfYraWwPZeubMi

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 525 across all properties

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

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