

FA Cup - 2nd Round Qualifying - Dover Athletic vs Farnborough

DATE: Saturday, September 13, 2025
LOCATION: Farnborough, Hampshire, GB

Event Description

FA Cup - 2nd Round Qualifying - Dover Athletic vs Farnborough is a premier sports event in Farnborough, Hampshire. 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: 58/100

Expected Attendance: 2,601 people

Event ID: 3hyRHdxoT8jPH6CEdM

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,040 across all properties

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