

FA Cup - 2nd Round Qualifying - Frome Town vs Shaftesbury Town

DATE: Saturday, September 13, 2025
LOCATION: Shaftesbury, Dorset, GB

Event Description

FA Cup - 2nd Round Qualifying - Frome Town vs Shaftesbury Town is a premier sports event in Shaftesbury, Dorset. 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: 50/100
Expected Attendance: 1,000 people
Event ID: 83FBcsQmY2b6kek3T

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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