

# FA Cup - 2nd Round Qualifying - Kidderminster Harriers vs AFC Telford United

DATE: Saturday, September 13, 2025  
LOCATION: Telford, Shropshire, GB

## Event Description

FA Cup - 2nd Round Qualifying - Kidderminster Harriers vs AFC Telford United is a premier sports event in Telford, Shropshire. 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:** 2,567 people

**Event ID:** 3FVAzsbV4UYpBw99KK

## 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:** 1,027 across all properties

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