

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

DATE: Wednesday, September 17, 2025  
LOCATION: Frome, Somerset, GB

## Event Description

FA Cup - 2nd Round Qualifying Replays - Shaftesbury Town vs Frome Town is a premier sports event in Frome, Somerset. 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:** 54/100

**Expected Attendance:** 1,499 people

**Event ID:** ch2Zocp2jC8fjioqNE

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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