

FA Cup - 2nd Round Qualifying - Walton & Hershams vs Whitehawk

DATE: Saturday, September 13, 2025
LOCATION: Brighton, East Sussex, GB

Event Description

FA Cup - 2nd Round Qualifying - Walton & Hershams vs Whitehawk is a premier sports event in Brighton, East Sussex. 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: 1,567 people

Event ID: EzP2nFYWMYC2yav7FK

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: 627 across all properties

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