

# FA Cup - 3rd Round Qualifying - Aveley vs Halesowen Town

DATE: Saturday, September 27, 2025  
LOCATION: Halesowen, West Midlands, GB

## Event Description

FA Cup - 3rd Round Qualifying - Aveley vs Halesowen Town is a premier sports event in Halesowen, West Midlands. 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:** 53/100

**Expected Attendance:** 1,466 people

**Event ID:** BeePeSCiE5ijXf5Q8R

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 586 across all properties

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