

# FA Cup - 4th Round Qualifying - Chester vs Morecambe

DATE: Saturday, October 11, 2025  
LOCATION: Morecambe, Lancashire, GB

## Event Description

FA Cup - 4th Round Qualifying - Chester vs Morecambe is a premier sports event in Morecambe, Lancashire. 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:** 60/100  
**Expected Attendance:** 3,066 people  
**Event ID:** B7ytuoKtHcXYrbKktP

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,226 across all properties

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