

# FA Cup - 4th Round Qualifying - Farnborough vs Braintree Town

DATE: Saturday, October 11, 2025  
LOCATION: Braintree, Essex, GB

## Event Description

FA Cup - 4th Round Qualifying - Farnborough vs Braintree Town is a premier sports event in Braintree, Essex. 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:** 46/100

**Expected Attendance:** 606 people

**Event ID:** GGveDQHL5AYbN5fLHM

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 242 across all properties

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