

FA Cup - Preliminary Round - Amersham Town vs Royal Wootton Bassett

DATE: Saturday, August 16, 2025
LOCATION: Royal Wootton Bassett, Wiltshire, GB

Event Description

FA Cup - Preliminary Round - Amersham Town vs Royal Wootton Bassett is a premier sports event in Royal Wootton Bassett, Wiltshire. 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: 1,412 people

Event ID: D9RrgkF7qmCKjQNe7C

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: 565 across all properties

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