

FA Cup - Preliminary Round - Didcot Town vs Reading City

DATE: Saturday, August 16, 2025
LOCATION: Reading, Berkshire, GB

Event Description

FA Cup - Preliminary Round - Didcot Town vs Reading City is a premier sports event in Reading, Berkshire. 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: Dj9pSwv3B2YvQgPodc

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.
