

# FA Cup - Preliminary Round - Haverhill Rovers vs Ely City

DATE: Saturday, August 16, 2025  
LOCATION: Ely, Cambridgeshire, GB

## Event Description

FA Cup - Preliminary Round - Haverhill Rovers vs Ely City is a premier sports event in Ely, Cambridgeshire. 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:** 4Z3epqkBc8JyCsFoBH

## 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.*