

# FA Cup - Preliminary Round - Kendal Town vs Northallerton Town

DATE: Saturday, August 16, 2025  
LOCATION: Northallerton, North Yorkshire, GB

## Event Description

FA Cup - Preliminary Round - Kendal Town vs Northallerton Town is a premier sports event in Northallerton, North Yorkshire. 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:** 49/100

**Expected Attendance:** 926 people

**Event ID:** Df34EzMVM68GYsvcLJ

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 370 across all properties

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