

FA Cup - Preliminary Round - Prestwich Heys vs Atherton Collieries

DATE: Friday, August 15, 2025
LOCATION: Atherton, Greater Manchester, GB

Event Description

FA Cup - Preliminary Round - Prestwich Heys vs Atherton Collieries is a premier sports event in Atherton, Greater Manchester. 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: 54/100
Expected Attendance: 1,605 people
Event ID: HGRvfeoJDYRimZS3pK

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 642 across all properties

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