

# FA Cup - Preliminary Round Replays - Newark and Sherwood FC vs Boston Town

DATE: Tuesday, August 19, 2025  
LOCATION: Boston, Lincolnshire, GB

## Event Description

FA Cup - Preliminary Round Replays - Newark and Sherwood FC vs Boston Town is a premier sports event in Boston, Lincolnshire. 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:** 59/100

**Expected Attendance:** 2,680 people

**Event ID:** ALYWR48HTKTS5BhSMK

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,072 across all properties

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