

# FA Cup - Preliminary Round Replays - Pickering Town vs Easington Colliery

DATE: Wednesday, August 20, 2025  
LOCATION: Peterlee, County Durham, GB

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## Event Description

FA Cup - Preliminary Round Replays - Pickering Town vs Easington Colliery is a premier sports event in Peterlee, County Durham. 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:** 50/100

**Expected Attendance:** 1,059 people

**Event ID:** 4zSEPkJBZANePX5MTM

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 424 across all properties

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

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