

# FA Cup - Preliminary Round - Shildon AFC vs Birtley Town

DATE: Saturday, August 16, 2025  
LOCATION: Birtley, Tyne and Wear, GB

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## Event Description

FA Cup - Preliminary Round - Shildon AFC vs Birtley Town is a premier sports event in Birtley, Tyne and Wear. 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:** 42/100

**Expected Attendance:** 380 people

**Event ID:** 9kGPz7JGCyPBELwifk

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 152 across all properties

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

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