

# FA Cup - Preliminary Round - Thatcham Town vs Shaftesbury Town

DATE: Saturday, August 16, 2025  
LOCATION: Shaftesbury, Dorset, GB

## Event Description

FA Cup - Preliminary Round - Thatcham Town vs Shaftesbury Town is a premier sports event in Shaftesbury, Dorset. 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:** 6T9ww8XpehCDADcQWB

## 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.*