

FA Cup - Preliminary Round - Westbury United vs Bradford Town

DATE: Saturday, August 16, 2025
LOCATION: Bradford on Avon, Wiltshire, GB

Event Description

FA Cup - Preliminary Round - Westbury United vs Bradford Town is a premier sports event in Bradford on Avon, Wiltshire. 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: 8ibgaMoA2Szsno5SP

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.