

FA Trophy - 1st Round - AFC Rushden & Diamonds vs Harborough Town

DATE: Saturday, October 25, 2025
LOCATION: Market Harborough, Leicestershire, GB

Event Description

FA Trophy - 1st Round - AFC Rushden & Diamonds vs Harborough Town is a premier sports event in Market Harborough, Leicestershire. 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: 52/100

Expected Attendance: 1,309 people

Event ID: DJG38MLQqhY3EmSxyn

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 524 across all properties

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