

# FA Trophy - 1st Round Qualifying - Newmarket Town vs Witham Town

DATE: Saturday, September 6, 2025  
LOCATION: Witham, Essex, GB

## Event Description

FA Trophy - 1st Round Qualifying - Newmarket Town vs Witham Town is a premier sports event in Witham, Essex. 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:** 56/100

**Expected Attendance:** 1,934 people

**Event ID:** 9eTvKGNaoUbDxUUgqr

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 774 across all properties

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