

# FA Trophy - 2nd Round - Cheshunt vs Bishop's Stortford

DATE: Saturday, November 15, 2025  
LOCATION: Bishop's Stortford, Hertfordshire, GB

## Event Description

FA Trophy - 2nd Round - Cheshunt vs Bishop's Stortford is a premier sports event in Bishop's Stortford, Hertfordshire. 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:** 54/100

**Expected Attendance:** 1,667 people

**Event ID:** CBfU2kB8DkVAozqnkQ

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 667 across all properties

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