

# FA Trophy - 2nd Round Qualifying - Hitchin Town vs Biggleswade

DATE: Friday, September 19, 2025  
LOCATION: Cardington, Bedfordshire, GB

## Event Description

FA Trophy - 2nd Round Qualifying - Hitchin Town vs Biggleswade is a premier sports event in Cardington, Bedfordshire. 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:** 59/100

**Expected Attendance:** 2,877 people

**Event ID:** Ea64N4ShCu2mbB2Fqj

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,151 across all properties

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