

# FA Trophy - 2nd Round Qualifying - Witham Town vs Cambridge City

DATE: Saturday, September 20, 2025  
LOCATION: Sawston, Cambridgeshire, GB

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## Event Description

FA Trophy - 2nd Round Qualifying - Witham Town vs Cambridge City is a premier sports event in Sawston, Cambridgeshire. 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:** 48dc5U4SCFKJeqpfsM

## 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.*

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