

FA Trophy - 3rd Round Qualifying - Billericay Town vs Broadbridge Heath

DATE: Saturday, October 4, 2025
LOCATION: Horsham, West Sussex, GB

Event Description

FA Trophy - 3rd Round Qualifying - Billericay Town vs Broadbridge Heath is a premier sports event in Horsham, West Sussex. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 858S7wzgocRkYhiR4F

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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