

# FA Trophy - Preliminary Round - Rugby Borough vs Sutton Coldfield Town

DATE: Saturday, August 23, 2025  
LOCATION: Sutton Coldfield, West Midlands, GB

## Event Description

FA Trophy - Preliminary Round - Rugby Borough vs Sutton Coldfield Town is a premier sports event in Sutton Coldfield, West Midlands. 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:** 53/100

**Expected Attendance:** 1,412 people

**Event ID:** CwFSJgfY9mfB99RDPv

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 565 across all properties

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