

FA Trophy - Preliminary Round - Wellingborough Town vs Sporting Khalsa

DATE: Saturday, August 23, 2025
LOCATION: Willenhall, West Midlands, GB

Event Description

FA Trophy - Preliminary Round - Wellingborough Town vs Sporting Khalsa is a premier sports event in Willenhall, 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: 1,447 people
Event ID: CZk3z4eZ6brbapaUg7

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: 579 across all properties

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