

All Ireland League 1B - Blackrock College vs University College Cork

DATE: Saturday, January 31, 2026
LOCATION: Cork, County Cork, IE

Event Description

All Ireland League 1B - Blackrock College vs University College Cork is a premier sports event in Cork. 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: 61/100

Expected Attendance: 3,351 people

Event ID: Dgo4Dya7XDJgqZyPNJ

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,340 across all properties

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