

Bath Rugby vs Northampton Saints

DATE: Saturday, December 27, 2025

LOCATION: England, GB

Event Description

Bath Rugby vs Northampton Saints is a premier sports event in the region. 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: 71/100

Expected Attendance: 10,849 people

Event ID: GCXxWZEDN5CsKUqwVa

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,340 across all properties

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