

Celtic Challenge - Glasgow Warriors vs Wolfhounds

DATE: Sunday, January 25, 2026
LOCATION: Ballyphehane, County Cork, IE

Event Description

Celtic Challenge - Glasgow Warriors vs Wolfhounds is a premier sports event in Ballyphehane. 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: 66/100
Expected Attendance: 6,163 people
Event ID: 7eSSvgH8sAhNAstnvQ

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,465 across all properties

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