

Champions Cup - Group Stage - Northampton Saints vs Bordeaux Bègles

DATE: Sunday, January 11, 2026
LOCATION: Bordeaux, Nouvelle-Aquitaine, FR

Event Description

Champions Cup - Group Stage - Northampton Saints vs Bordeaux Bègles is a premier sports event in Bordeaux. 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: 75/100
Expected Attendance: 18,757 people
Event ID: DBHPhVt3jbW6s8N3zg

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)
Occupancy Impact: +62 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 7,503 across all properties

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