

Connacht Rugby vs Ulster Rugby

DATE: Saturday, December 27, 2025
LOCATION: Galway, County Galway, IE

Event Description

Connacht Rugby vs Ulster Rugby is a premier sports event in Galway. 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: 64/100

Expected Attendance: 5,096 people

Event ID: Bm9bRvJvd226y9YSZ6

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,038 across all properties

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