

# Harlequins v Scarlets

DATE: Friday, November 21, 2025  
LOCATION: Twickenham, England, GB

## Event Description

Harlequins v Scarlets is a premier sports event in Twickenham. 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:** 69/100

**Expected Attendance:** 8,439 people

**Event ID:** 3V5Z7M4zVA3BmkQWTR

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,376 across all properties

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