

IRFU Provincial Friendlies - Friendlies - Bath vs Munster

DATE: Friday, September 12, 2025
LOCATION: Ballyphehane, County Cork, IE

Event Description

IRFU Provincial Friendlies - Friendlies - Bath vs Munster 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: 68/100
Expected Attendance: 8,008 people
Event ID: 8pWsjuJri8vSghS6MD

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,203 across all properties

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