

IRFU Provincial Friendlies - Friendlies - Edinburgh vs Ulster

DATE: Friday, September 12, 2025
LOCATION: Belfast, Northern Ireland, GB

Event Description

IRFU Provincial Friendlies - Friendlies - Edinburgh vs Ulster is a premier sports event in Belfast. 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: 73/100

Expected Attendance: 13,342 people

Event ID: HhG5ajRrzfgBPiCyuD

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,337 across all properties

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