

Munster vs Gloucester Rugby

DATE: Saturday, December 13, 2025
LOCATION: Limerick, County Limerick, IE

Event Description

Munster vs Gloucester Rugby is a premier sports event in Limerick. 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: 78/100

Expected Attendance: 24,919 people

Event ID: 7RWJFCzz2Hc8sPfxyy

Hotel Demand Indicators

ADR Impact Index: 8.1x 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: 9,968 across all properties

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

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Document generated on 6/4/2026, 1:40:40 AM