

Northampton Saints vs Exeter RC Chiefs

DATE: Sunday, September 28, 2025
LOCATION: Northampton, England, GB

Event Description

Northampton Saints vs Exeter RC Chiefs is a premier sports event in Northampton. 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: 70/100

Expected Attendance: 10,064 people

Event ID: Rdg4K72XuevC7t5jvs

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,026 across all properties

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