

# Northampton Saints vs Harlequins FC

DATE: Saturday, November 1, 2025  
LOCATION: Northampton, England, GB

## Event Description

Northampton Saints vs Harlequins FC 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:** 68/100

**Expected Attendance:** 7,686 people

**Event ID:** BUxwAyLqyjFPqUabkE

## 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:** 3,074 across all properties

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