

Northampton Saints vs Saracens FC

DATE: Friday, October 24, 2025
LOCATION: Northampton, England, GB

Event Description

Northampton Saints vs Saracens 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: 71/100

Expected Attendance: 11,019 people

Event ID: Cu3t4ZJfsfhzhuZRre

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: 4,408 across all properties

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