

# Premiership Women's Rugby - Sale Sharks vs Gloucester-Hartpury

DATE: Saturday, November 15, 2025  
LOCATION: Gloucester, England, GB

## Event Description

Premiership Women's Rugby - Sale Sharks vs Gloucester-Hartpury is a premier sports event in Gloucester. 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:** 65/100

**Expected Attendance:** 5,480 people

**Event ID:** GkGwhVDQcY6SmtH5k

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,192 across all properties

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