

Rugby Union Hybrid Friendlies - Friendlies - All Blacks XV vs England II

DATE: Saturday, November 8, 2025
LOCATION: England, GB

Event Description

Rugby Union Hybrid Friendlies - Friendlies - All Blacks XV vs England II is a premier sports event in the region. 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: 10,716 people

Event ID: EyZBRprZ4sN6BMZPa8

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: 4,286 across all properties

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