

# Rugby Union Hybrid Friendlies - Friendlies - Argentina II vs Munster

DATE: Saturday, November 1, 2025  
LOCATION: Limerick, County Limerick, IE

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## Event Description

Rugby Union Hybrid Friendlies - Friendlies - Argentina II vs Munster is a premier sports event in Limerick. 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:** 75/100  
**Expected Attendance:** 17,226 people  
**Event ID:** 86Z9N8rxvin922M8gN

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x 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:** 6,890 across all properties

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

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