

Ulster Rugby Family Fun Day - Supported by Sleepy Hollow

DATE: Friday, August 15, 2025
LOCATION: Belfast, Northern Ireland, GB

Event Description

Ulster Rugby Family Fun Day - Supported by Sleepy Hollow is a premier sports event in Belfast. 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: 7,749 people

Event ID: 6CLgEa6NAiQKEQdn4S

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: 3,100 across all properties

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