

Ulster Rugby vs Bulls

DATE: Saturday, October 11, 2025
LOCATION: Belfast, Northern Ireland, GB

Event Description

Ulster Rugby vs Bulls 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: 71/100

Expected Attendance: 11,795 people

Event ID: 4JqGcZRdQ6TE57xJsB

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: 4,718 across all properties

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