

United Rugby Championship - Dragons vs Munster

DATE: Friday, January 23, 2026
LOCATION: Ballypheane, County Cork, IE

Event Description

United Rugby Championship - Dragons vs Munster is a premier sports event in Ballypheane. 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: 7,522 people

Event ID: 7SsCNmx4hmcwmYofkb

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: 3,009 across all properties

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