

Women's Rugby World Cup - Group Stage - Brazil vs Italy

DATE: Sunday, September 7, 2025
LOCATION: Northampton, England, GB

Event Description

Women's Rugby World Cup - Group Stage - Brazil vs Italy is a premier sports event in Northampton. 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: 63/100

Expected Attendance: 4,405 people

Event ID: 4jngKrVTQzzTTAnQ59

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,762 across all properties

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