

# Women's Rugby World Cup - Group Stage - Japan vs Ireland

DATE: Sunday, August 24, 2025  
LOCATION: Northampton, England, GB

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## Event Description

Women's Rugby World Cup - Group Stage - Japan vs Ireland 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:** 62/100

**Expected Attendance:** 3,847 people

**Event ID:** 9EfJmMfi2TAmnJspBq

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,539 across all properties

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

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