

# Adelaide 36ers vs Sydney Kings

DATE: Saturday, January 24, 2026  
LOCATION: Sydney Olympic Park, New South Wales, AU

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## Event Description

Adelaide 36ers vs Sydney Kings is a premier sports event in Sydney Olympic Park. 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:** 69/100

**Expected Attendance:** 9,254 people

**Event ID:** EcDy9BX5znWhWmMCRC

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x 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:** 3,702 across all properties

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

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Document generated on 6/4/2026, 4:17:01 AM