Adelaide Adrenaline vs Melbourne Ice

DATE: Saturday, August 23, 2025
LOCATION: Melbourne, AU

Event Description

Adelaide Adrenaline vs Melbourne Ice is a premier sports event in Melbourne. 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: 54/100
Expected Attendance: 1,500 people
Event ID: G8PwnBVKc6CKybZ2Et

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 600 across all properties

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