

Big Bash League 2025-26 - Hobart Hurricanes vs Perth Scorchers

DATE: Thursday, January 1, 2026
LOCATION: Bellerive, Tasmania, AU

Event Description

Big Bash League 2025-26 - Hobart Hurricanes vs Perth Scorchers is a premier sports event in Bellerive. 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: 76/100
Expected Attendance: 20,000 people
Event ID: EABcnssKCcizex3DmA

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)
Occupancy Impact: +62 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 8,000 across all properties

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