

# Big Bash League 2025-26 - Melbourne Stars vs Sydney Thunder

DATE: Sunday, December 28, 2025  
LOCATION: Griffith, Australian Capital Territory, AU

## Event Description

Big Bash League 2025-26 - Melbourne Stars vs Sydney Thunder is a premier sports event in Griffith. 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:** 73/100  
**Expected Attendance:** 13,550 people  
**Event ID:** 9BWdhFPDmiUKRKD2MD

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 5,420 across all properties

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