

# Big Bash League 2025-26 - Sydney Sixers vs Brisbane Heat

DATE: Monday, January 5, 2026  
LOCATION: Coffs Harbour, New South Wales, AU

## Event Description

Big Bash League 2025-26 - Sydney Sixers vs Brisbane Heat is a premier sports event in Coffs Harbour. 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:** ERW3oYA4sTZ9CEScU

## 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.*