

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

DATE: Monday, December 22, 2025  
LOCATION: Griffith, Australian Capital Territory, AU

## Event Description

Big Bash League 2025-26 - Sydney Thunder vs Brisbane Heat 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:** ESM659fRuKiV379jWG

## 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.*