

# Big V - Semi-final - McKinnon Cougars vs Keysborough

DATE: Saturday, August 23, 2025  
LOCATION: Dandenong, Victoria, AU

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## Event Description

Big V - Semi-final - McKinnon Cougars vs Keysborough is a premier sports event in Dandenong. 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:** 56/100  
**Expected Attendance:** 2,101 people  
**Event ID:** APapE8Pf6TEjJKSNHY

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 840 across all properties

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

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