

Brisbane Bullets vs Adelaide 36ers

DATE: Sunday, September 28, 2025
LOCATION: Hindmarsh, South Australia, AU

Event Description

Brisbane Bullets vs Adelaide 36ers is a premier sports event in Hindmarsh. 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: 69/100

Expected Attendance: 8,447 people

Event ID: H5Dc9VxCyGDEZN3reB

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,379 across all properties

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