

Brisbane Bullets vs Cairns Taipans

DATE: Friday, September 26, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

Brisbane Bullets vs Cairns Taipans is a premier sports event in Cairns City. 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: 63/100

Expected Attendance: 4,375 people

Event ID: 84kuzeyuKtJGAdjNhE

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,750 across all properties

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