

Brisbane Bullets vs SE Melbourne Phoenix

DATE: Saturday, December 20, 2025

LOCATION: Melbourne, Victoria, AU

Event Description

Brisbane Bullets vs SE Melbourne Phoenix is a premier sports event in Melbourne. 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: 68/100

Expected Attendance: 8,251 people

Event ID: Ci6A3qwCdhBupT8VCM

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,300 across all properties

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