

Canberra Raiders vs Brisbane Broncos

DATE: Sunday, September 14, 2025
LOCATION: Bruce, Australian Capital Territory, AU

Event Description

Canberra Raiders vs Brisbane Broncos is a premier sports event in Bruce. 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: 75/100

Expected Attendance: 18,361 people

Event ID: GQez3Dxbo58wTdz66M

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 7,344 across all properties

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