

# Club Friendlies - Club Friendlies 3 - Brisbane Roar vs Moreton City Excelsior

DATE: Tuesday, August 19, 2025  
LOCATION: Moreton Bay, AU

## Event Description

Club Friendlies - Club Friendlies 3 - Brisbane Roar vs Moreton City Excelsior is a premier sports event in Moreton Bay. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** GjNbXRMejGcPyv4XSC

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 400 across all properties

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