

Club Friendlies - Club Friendlies 3 - Brisbane Roar vs Olympic

DATE: Wednesday, September 10, 2025
LOCATION: Brisbane, AU

Event Description

Club Friendlies - Club Friendlies 3 - Brisbane Roar vs Olympic is a premier sports event in Brisbane. 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: 3ZbsL6h4dKfgbjhrQx

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.