

Cronulla-Sutherland Sharks vs Newcastle Knights

DATE: Sunday, August 31, 2025
LOCATION: Woollooware, New South Wales, AU

Event Description

Cronulla-Sutherland Sharks vs Newcastle Knights is a premier sports event in Woollooware. 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: 3aHfDPTs3EarLt4V9d

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.