

Cronulla-Sutherland Sharks vs Sydney Roosters

DATE: Saturday, September 13, 2025
LOCATION: Woollooware, New South Wales, AU

Event Description

Cronulla-Sutherland Sharks vs Sydney Roosters 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: 72/100

Expected Attendance: 12,210 people

Event ID: 9qAkXsEXiRa5WiY7Lk

Hotel Demand Indicators

ADR Impact Index: 7.6x 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: 4,884 across all properties

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