

# Friendlies - Friendlies 1 - New Zealand vs Australia

DATE: Friday, September 5, 2025  
LOCATION: Bruce, Australian Capital Territory, AU

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## Event Description

Friendlies - Friendlies 1 - New Zealand vs Australia 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:** 78/100  
**Expected Attendance:** 25,000 people  
**Event ID:** 3BGRSLVeLpXkQrtgik

## Hotel Demand Indicators

**ADR Impact Index:** 8.1x baseline (varies by property tier & location)  
**Occupancy Impact:** +62 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 10,000 across all properties

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

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