

Hawthorn v Nth Melb Tasmanian Kangaroos - 2025 NAB AFLW Season 10

DATE: Friday, October 31, 2025
LOCATION: Frankston, Victoria, AU

Event Description

Hawthorn v Nth Melb Tasmanian Kangaroos - 2025 NAB AFLW Season 10 is a premier sports event in Frankston. 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: 10,000 people
Event ID: C32iPGs8XFoWG3Sqt6

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 4,000 across all properties

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