

Macarthur FC vs Western Sydney Wanderers

DATE: Thursday, January 1, 2026
LOCATION: Parramatta, New South Wales, AU

Event Description

Macarthur FC vs Western Sydney Wanderers is a premier sports event in Parramatta. 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: 71/100

Expected Attendance: 11,723 people

Event ID: GrLHmp2xi9hG2ri4yz

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,689 across all properties

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