

Melbourne Storm vs Cronulla-Sutherland Sharks

DATE: Friday, September 26, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Melbourne Storm vs Cronulla-Sutherland Sharks is a premier sports event in Melbourne. 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: 24,769 people

Event ID: 9VfE6AQgxhSiXDnHuR

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: 9,908 across all properties

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