Melbourne Storm vs Sydney Roosters

DATE: Friday, August 29, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Melbourne Storm vs Sydney Roosters 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: 76/100
Expected Attendance: 21,013 people
Event ID: FSdUvybL3wkcTqp6F8

Hotel Demand Indicators

ADR Impact Index: 8.0x 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: 8,405 across all properties

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