

Melbourne United vs Adelaide 36ers

DATE: Friday, December 12, 2025
LOCATION: Hindmarsh, South Australia, AU

Event Description

Melbourne United vs Adelaide 36ers is a premier sports event in Hindmarsh. 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: 70/100

Expected Attendance: 9,558 people

Event ID: 9PK5hjoXJdcgZHARqG

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: 15km from venue

Estimated Room Nights: 3,823 across all properties

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

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Document generated on 6/4/2026, 6:30:13 AM