

Melbourne V Essendon - 2025 NAB AFLW Season 10

DATE: Friday, October 3, 2025
LOCATION: Princes Hill, Victoria, AU

Event Description

Melbourne V Essendon - 2025 NAB AFLW Season 10 is a premier sports event in Princes Hill. 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: 24,568 people
Event ID: GDUyrV3W6UprnKkzNq

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: 9,827 across all properties

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