

Melbourne Victory vs Adelaide United FC

DATE: Saturday, January 17, 2026
LOCATION: Hindmarsh, South Australia, AU

Event Description

Melbourne Victory vs Adelaide United FC 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: 67/100

Expected Attendance: 7,358 people

Event ID: FaX3SMaYboYF5usFds

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,943 across all properties

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