

Men's Senior Order of Merit (SOOM) - Over 50 years

DATE: Sunday, September 14, 2025
LOCATION: Berala, New South Wales, AU

Event Description

Men's Senior Order of Merit (SOOM) - Over 50 years is a premier sports event in Berala. 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: 30/100

Expected Attendance: 100 people

Event ID: DXbuaCSn9Ywq8GpBqZ

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 40 across all properties

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