

Men's Super Rugby U16 - Group Stage - Brumbies U16 vs Reds U16

DATE: Friday, October 24, 2025
LOCATION: Herston, Queensland, AU

Event Description

Men's Super Rugby U16 - Group Stage - Brumbies U16 vs Reds U16 is a premier sports event in Herston. 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: 74/100

Expected Attendance: 15,255 people

Event ID: 8SgJhmmf5zhWQsUSYK

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,102 across all properties

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