

# Men's Super Rugby U19 - Group Stage - Brumbies U19 vs Western Force U19

DATE: Saturday, September 20, 2025  
LOCATION: Alfred Cove, Western Australia, AU

## Event Description

Men's Super Rugby U19 - Group Stage - Brumbies U19 vs Western Force U19 is a premier sports event in Alfred Cove. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** GzLzo8thbCR5e4uJgs

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 400 across all properties

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