

NBL - Adelaide 36ers vs Sydney Kings

DATE: Wednesday, December 17, 2025
LOCATION: Bruce, Australian Capital Territory, AU

Event Description

NBL - Adelaide 36ers vs Sydney Kings is a premier sports event in Bruce. 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: 62/100

Expected Attendance: 3,769 people

Event ID: EArUxS8Q59kqVDHcGX

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,508 across all properties

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

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