

NBL - New Zealand Breakers vs Cairns Taipans

DATE: Saturday, January 17, 2026
LOCATION: Perth, Western Australia, AU

Event Description

NBL - New Zealand Breakers vs Cairns Taipans is a premier sports event in Perth. 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: 72/100

Expected Attendance: 12,847 people

Event ID: BH5DTZzVUewq5dFMkZ

Hotel Demand Indicators

ADR Impact Index: 7.6x 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: 5,139 across all properties

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