

NBL - South East Melbourne vs Adelaide 36ers

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

Event Description

NBL - South East Melbourne vs Adelaide 36ers 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: 71/100

Expected Attendance: 11,704 people

Event ID: E5RP5Cgb3unmipr3o3

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,682 across all properties

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