

# NBL1 - Conference Grand Finals - Canberra Gunners vs Illawarra Hawks II

DATE: Saturday, August 16, 2025  
LOCATION: Cambridge Park, New South Wales, AU

## Event Description

NBL1 - Conference Grand Finals - Canberra Gunners vs Illawarra Hawks II is a premier sports event in Cambridge Park. 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:** 49/100

**Expected Attendance:** 867 people

**Event ID:** GyAK3ynruQ3RyEQfye

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 347 across all properties

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