

North Queensland Cowboys vs Newcastle Knights

DATE: Sunday, August 17, 2025
LOCATION: Townsville, AU

Event Description

North Queensland Cowboys vs Newcastle Knights is a premier sports event in Townsville. 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: 66/100

Expected Attendance: 6,122 people

Event ID: H3YYvNUqxW6pUqRiyN

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,449 across all properties

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