

NRL Grand Final - Live & Loud

DATE: Saturday, October 4, 2025
LOCATION: Jubilee Pocket, Queensland, AU

Event Description

NRL Grand Final - Live & Loud is a premier sports event in Jubilee Pocket. 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: 30/100

Expected Attendance: 100 people

Event ID: E8Y9CCLefH6Dyr3mKV

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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