

NRL Women - Canberra Raiders vs Warriors

DATE: Saturday, August 16, 2025
LOCATION: Hamilton, Waikato, NZ

Event Description

NRL Women - Canberra Raiders vs Warriors is a premier sports event in Hamilton. 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: 65/100

Expected Attendance: 5,687 people

Event ID: GkUk83KfF8nfgn3AXT

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,275 across all properties

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