

NSW Cup - Grand Final - New Zealand Warriors II vs Illawarra Dragons II

DATE: Sunday, September 28, 2025
LOCATION: Parramatta, New South Wales, AU

Event Description

NSW Cup - Grand Final - New Zealand Warriors II vs Illawarra Dragons II is a premier sports event in Parramatta. 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: 72/100
Expected Attendance: 13,127 people
Event ID: CfVoyBXDApVBcAtdk9

Hotel Demand Indicators

ADR Impact Index: 7.6x 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: 5,251 across all properties

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