

NSW Cup - Illawarra Dragons II vs Bulldogs II

DATE: Saturday, August 30, 2025
LOCATION: Guildford, New South Wales, AU

Event Description

NSW Cup - Illawarra Dragons II vs Bulldogs II is a premier sports event in Guildford. 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: 70/100

Expected Attendance: 9,554 people

Event ID: 3jJmmPuVpqWWys46L7

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,822 across all properties

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