

NSWRL Women's Premiership - Illawarra Steelers vs Knights II

DATE: Friday, August 22, 2025
LOCATION: Broadmeadow, New South Wales, AU

Event Description

NSWRL Women's Premiership - Illawarra Steelers vs Knights II is a premier sports event in Broadmeadow. 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: 45/100
Expected Attendance: 562 people
Event ID: 8VvA7psyZhgvvvQVnf

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 225 across all properties

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