

Parramatta Eels vs Sydney Roosters

DATE: Saturday, August 23, 2025
LOCATION: Parramatta, New South Wales, AU

Event Description

Parramatta Eels vs Sydney Roosters 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: 70/100

Expected Attendance: 10,173 people

Event ID: 4C7UasEe9xNmK2djt9

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: 25km from venue

Estimated Room Nights: 4,069 across all properties

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