

Penrith Panthers vs Melbourne Storm

DATE: Thursday, August 14, 2025
LOCATION: Parramatta, New South Wales, AU

Event Description

Penrith Panthers vs Melbourne Storm 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: 76/100

Expected Attendance: 19,476 people

Event ID: Hjz7ueJc67JKV9JG8n

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,790 across all properties

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