

Penrith Panthers vs St. George Illawarra Dragons

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

Event Description

Penrith Panthers vs St. George Illawarra Dragons is a premier sports event in Penrith. 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: 73/100

Expected Attendance: 14,196 people

Event ID: xS9RouVakdRdCjsokG

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,678 across all properties

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