

Perth Wildcats vs Illawarra Hawks

DATE: Saturday, January 31, 2026
LOCATION: Wollongong, New South Wales, AU

Event Description

Perth Wildcats vs Illawarra Hawks is a premier sports event in Wollongong. 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: 65/100

Expected Attendance: 5,472 people

Event ID: 3KZuxfXL6BubNE8s5g

Hotel Demand Indicators

ADR Impact Index: 7.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,189 across all properties

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