

# QRL Women's Premiership - Northern Pride vs Mackay Cutters

DATE: Saturday, August 16, 2025  
LOCATION: South Mackay, Queensland, AU

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## Event Description

QRL Women's Premiership - Northern Pride vs Mackay Cutters is a premier sports event in South Mackay. 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:** 69/100

**Expected Attendance:** 8,986 people

**Event ID:** EWaAgLbGMTu39VHfzj

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,594 across all properties

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

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