

QRL Women's Premiership - Norths Devils vs WM Seagulls

DATE: Friday, August 22, 2025
LOCATION: Manly West, Brisbane, AU

Event Description

QRL Women's Premiership - Norths Devils vs WM Seagulls is a premier sports event in Manly West, Brisbane. 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: 56/100

Expected Attendance: 1,964 people

Event ID: HrxazVMLknKeRJf5gk

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 786 across all properties

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