

QRL Women's Premiership - Western Clydesdales vs Mackay Cutters

DATE: Saturday, August 30, 2025
LOCATION: South Mackay, Queensland, AU

Event Description

QRL Women's Premiership - Western Clydesdales 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: 70/100

Expected Attendance: 9,967 people

Event ID: 9YQfhgL9az6J6GJzc

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,987 across all properties

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