

Richmond v Essendon - 2025 NAB AFLW Season 10

DATE: Friday, August 29, 2025
LOCATION: Marrara, Northern Territory, AU

Event Description

Richmond v Essendon - 2025 NAB AFLW Season 10 is a premier sports event in Marrara. 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: 10,000 people
Event ID: A94aom4Jg72VhnbBRr

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: 4,000 across all properties

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