

# Richmond v Geelong Cats - 2025 NAB AFLW Season 10

DATE: Saturday, September 13, 2025  
LOCATION: Princes Hill, Victoria, AU

## Event Description

Richmond v Geelong Cats - 2025 NAB AFLW Season 10 is a premier sports event in Princes Hill. 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:** 78/100

**Expected Attendance:** 24,568 people

**Event ID:** G6XvPNNLkjaC2eUKQu

## Hotel Demand Indicators

**ADR Impact Index:** 8.1x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 9,827 across all properties

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