

Richmond v Western Bulldogs - 2025 NAB AFLW Season 10

DATE: Saturday, August 23, 2025
LOCATION: Princes Hill, Victoria, AU

Event Description

Richmond v Western Bulldogs - 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: J5orj7ksLvu72A82qi

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.