

# RLWC Qualifiers - Qualifying Play-off - South Africa vs Cook Islands

DATE: Saturday, November 8, 2025  
LOCATION: Parramatta, New South Wales, AU

## Event Description

RLWC Qualifiers - Qualifying Play-off - South Africa vs Cook Islands is a premier sports event in Parramatta. 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:** 73/100  
**Expected Attendance:** 13,532 people  
**Event ID:** FwbZrVUWFGaxpKwnAd

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 5,413 across all properties

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