

# Ron Massey Cup - Semi-finals - Hawks vs St Mary's Saints

DATE: Saturday, August 30, 2025  
LOCATION: North Saint Marys, New South Wales, AU

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## Event Description

Ron Massey Cup - Semi-finals - Hawks vs St Mary's Saints is a premier sports event in North Saint Marys. 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:** 65/100  
**Expected Attendance:** 5,716 people  
**Event ID:** 5G5XTrKrfWtoA6k2EJ

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 2,286 across all properties

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

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