

SE Melbourne Phoenix vs Sydney Kings

DATE: Monday, January 5, 2026
LOCATION: Sydney Olympic Park, New South Wales, AU

Event Description

SE Melbourne Phoenix vs Sydney Kings is a premier sports event in Sydney Olympic Park. 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: 69/100

Expected Attendance: 8,690 people

Event ID: 5miWX4buPJpwPos75k

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,476 across all properties

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