

# Sheffield Shield 2025-26 - Victoria vs New South Wales

DATE: Tuesday, October 14, 2025  
LOCATION: St Kilda, Victoria, AU

## Event Description

Sheffield Shield 2025-26 - Victoria vs New South Wales is a premier sports event in St Kilda. 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:** 70/100

**Expected Attendance:** 10,000 people

**Event ID:** 4X26q4qNQbinBkwxQZ

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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