Sheffield Shield - West Australia Men v Tasmanian Tigers Men

DATE: Saturday, February 7, 2026
LOCATION: East Perth, Western Australia, AU

Event Description

Sheffield Shield - West Australia Men v Tasmanian Tigers Men is a premier sports event in East Perth. 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: 76/100
Expected Attendance: 20,000 people
Event ID: EicdB6noRNzei5ijdf

Hotel Demand Indicators

ADR Impact Index: 8.0x 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: 8,000 across all properties

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