

# Socceroos v New Zealand | Soccer Ashes First Leg | International Friendly

DATE: Thursday, September 4, 2025  
LOCATION: Bruce, Australian Capital Territory, AU

## Event Description

Socceroos v New Zealand | Soccer Ashes First Leg | International Friendly is a premier performing-arts event in Bruce. 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:** performing-arts

**Importance Rank:** 42/100

**Expected Attendance:** 383 people

**Event ID:** J32aBcGkbYNS5Yqbuh

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 153 across all properties

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