

South Sydney Rabbitohs vs Parramatta Eels

DATE: Saturday, August 16, 2025
LOCATION: Sydney, New South Wales, AU

Event Description

South Sydney Rabbitohs vs Parramatta Eels is a premier sports event in Sydney. 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: 78/100

Expected Attendance: 23,949 people

Event ID: Ckvz37DPGQ9WN6vaS3

Hotel Demand Indicators

ADR Impact Index: 8.1x 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: 9,580 across all properties

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