

Sports Ball 2025: A Night at the Moulin Rouge

DATE: Thursday, October 9, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

Sports Ball 2025: A Night at the Moulin Rouge is a premier sports event in Fortitude Valley. 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: 30/100

Expected Attendance: 100 people

Event ID: J5aa6D2HcG9kFUqpon

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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