

Super Rugby AUS - Group Stage - Brumbies vs Queensland Reds

DATE: Sunday, September 14, 2025
LOCATION: Herston, Queensland, AU

Event Description

Super Rugby AUS - Group Stage - Brumbies vs Queensland Reds is a premier sports event in Herston. 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: 72/100
Expected Attendance: 12,444 people
Event ID: 9dTYdDuthL8cqvu8R

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 4,978 across all properties

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