

Super Rugby AUS - Group Stage - Queensland Reds vs Western Force

DATE: Sunday, September 28, 2025
LOCATION: Alfred Cove, Western Australia, AU

Event Description

Super Rugby AUS - Group Stage - Queensland Reds vs Western Force is a premier sports event in Alfred Cove. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 95v3k2emXYHgoGT2a7

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 400 across all properties

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