

# Sydney Kings vs Illawarra Hawks

DATE: Saturday, November 15, 2025  
LOCATION: Wollongong, New South Wales, AU

## Event Description

Sydney Kings vs Illawarra Hawks is a premier sports event in Wollongong. 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:** 64/100

**Expected Attendance:** 5,211 people

**Event ID:** D89Jy66gJFkZcPGPiq

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,084 across all properties

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