

# Sydney Thunder vs Hobart Hurricanes

DATE: Saturday, January 3, 2026

LOCATION: Sydney Olympic Park, New South Wales, AU

## Event Description

Sydney Thunder vs Hobart Hurricanes is a premier sports event in Sydney Olympic Park. 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:** 77/100

**Expected Attendance:** 23,500 people

**Event ID:** X7szJPJhXte39jWwb

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x 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:** 9,400 across all properties

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