

# Tasmania Jackjumpers vs Sydney Kings

DATE: Thursday, January 22, 2026  
LOCATION: Sydney Olympic Park, New South Wales, AU

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## Event Description

Tasmania Jackjumpers vs Sydney Kings 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:** 71/100

**Expected Attendance:** 11,307 people

**Event ID:** n69z6KVKWgSQvgmSiv

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x 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:** 4,523 across all properties

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

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