

# Western Bulldogs vs Brisbane Lions

DATE: Sunday, September 21, 2025

LOCATION: Footscray, Victoria, AU

## Event Description

Western Bulldogs vs Brisbane Lions is a premier sports event in Footscray. 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:** 12,000 people

**Event ID:** 8uZAkDpYXcPx43y2m7

## 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:** 4,800 across all properties

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