

West's Tigers vs North Queensland Cowboys

DATE: Sunday, August 24, 2025
LOCATION: Leumeah, New South Wales, AU

Event Description

West's Tigers vs North Queensland Cowboys is a premier sports event in Leumeah. 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: 54/100

Expected Attendance: 1,658 people

Event ID: 5xVt2LeWTa5qw9KocM

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 663 across all properties

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