

WNBL - Southside Flyers vs Townsville Fire

DATE: Friday, January 23, 2026
LOCATION: Townsville City, Queensland, AU

Event Description

WNBL - Southside Flyers vs Townsville Fire is a premier sports event in Townsville City. 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: 57/100

Expected Attendance: 2,303 people

Event ID: DwP3RsvoLdSsz9U9w3

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 921 across all properties

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