

1st Division - Gomora United vs Lerumo Lions

DATE: Tuesday, January 27, 2026
LOCATION: Rustenburg, North West, ZA

Event Description

1st Division - Gomora United vs Lerumo Lions is a premier sports event in Rustenburg. 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: 70/100
Expected Attendance: 9,625 people
Event ID: BJzokuRPYbJFTqEZR4

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: 15km from venue
Estimated Room Nights: 3,850 across all properties

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