

# 1st Division - Kruger United vs Milford

DATE: Wednesday, October 29, 2025

LOCATION: Richards Bay, KN, ZA

## Event Description

1st Division - Kruger United vs Milford is a premier sports event in Richards Bay, KN. 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:** 58/100

**Expected Attendance:** 2,446 people

**Event ID:** 8rcE2Q33PftZMAWKQP

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 978 across all properties

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