

1st Division - Milford vs Lerumo Lions

DATE: Saturday, January 31, 2026
LOCATION: Rustenburg, North West, ZA

Event Description

1st Division - Milford 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: 69/100

Expected Attendance: 9,432 people

Event ID: GqxMoL4NpgYYgvg2F3

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,773 across all properties

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