

1st Division - Milford vs University of Pretoria

DATE: Saturday, January 24, 2026
LOCATION: Tshwane/Pretoria, ZA

Event Description

1st Division - Milford vs University of Pretoria is a premier sports event in Tshwane/Pretoria. 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: 52/100

Expected Attendance: 1,199 people

Event ID: 7EwBn2tQQNMk24jNZd

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 480 across all properties

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