

1st Division - University of Pretoria vs Cape Town City

DATE: Tuesday, January 27, 2026
LOCATION: Cape Town, Western Cape, ZA

Event Description

1st Division - University of Pretoria vs Cape Town City is a premier sports event in Cape Town. 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: 67/100

Expected Attendance: 7,464 people

Event ID: 7ocEioxLkscxZYLCPU

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,986 across all properties

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