

1st Division - University of Pretoria vs Highbury

DATE: Friday, August 22, 2025
LOCATION: Port Elizabeth, Eastern Cape, ZA

Event Description

1st Division - University of Pretoria vs Highbury is a premier sports event in Port Elizabeth. 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: 2,608 people

Event ID: GqKBx5yoCcaTt9j6rN

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: 1,043 across all properties

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