

# 1st Division - Upington City vs Leicesterford City

DATE: Saturday, August 30, 2025  
LOCATION: Pretoria, Gauteng, ZA

## Event Description

1st Division - Upington City vs Leicesterford City is a premier sports event in 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:** 72/100

**Expected Attendance:** 12,432 people

**Event ID:** 7UdhHVnYzTijXcAZ2y

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,973 across all properties

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