

# 1st Division - Upington City vs University of Pretoria

DATE: Saturday, October 25, 2025  
LOCATION: Tshwane/Pretoria, ZA

## Event Description

1st Division - Upington City 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:** 4fPg5pnqER3KEiBf9W

## 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.*