

1st Division - Upington City vs Venda

DATE: Saturday, January 24, 2026
LOCATION: Thohoyandou, Limpopo, ZA

Event Description

1st Division - Upington City vs Venda is a premier sports event in Thohoyandou. 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: 7,087 people

Event ID: GBXhGaL7KfB5sDYFUX

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: 2,835 across all properties

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

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