

Cheetahs vs Golden Lions

DATE: Saturday, August 23, 2025
LOCATION: Bloemfontein, Free State, ZA

Event Description

Cheetahs vs Golden Lions is a premier sports event in Bloemfontein. 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: 75/100

Expected Attendance: 17,607 people

Event ID: Ep8B6Ur5eCDFFxqxzw

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 7,043 across all properties

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