

Fire in built environment - Africa - South Africa

DATE: Saturday, August 30, 2025
LOCATION: Cape Town, Western Cape, ZA

Event Description

Fire in built environment - Africa - South Africa is a premier disasters event in Cape Town. 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: disasters
Importance Rank: 21/100
Expected Attendance: 10,000 people
Event ID: 7kh8HkTLqAkSiTS8Lu

Hotel Demand Indicators

ADR Impact Index: 3.3x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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