

Golden Lions vs Blue Bulls

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

Event Description

Golden Lions vs Blue Bulls is a premier sports event in Johannesburg. 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: 74/100

Expected Attendance: 15,197 people

Event ID: 4DGxAfS79CXqhxyzSsu

Hotel Demand Indicators

ADR Impact Index: 7.8x 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: 6,079 across all properties

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

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Document generated on 6/4/2026, 6:53:14 AM