

# Goldfish and LAYLA BENITEZ

DATE: Monday, December 29, 2025  
LOCATION: Saint Francis Bay, Eastern Cape, ZA

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## Event Description

Goldfish and LAYLA BENITEZ is a premier concerts event in Saint Francis Bay. 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:** concerts

**Importance Rank:** 42/100

**Expected Attendance:** 396 people

**Event ID:** zTJ6uTWXfrM8jAYGaj

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 158 across all properties

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

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