

GoodLuck and Easy Freak

DATE: Sunday, January 4, 2026
LOCATION: Plettenberg Bay, Western Cape, ZA

Event Description

GoodLuck and Easy Freak is a premier concerts event in Plettenberg 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: 387 people

Event ID: BvK3omxkDffyBcsqJP

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: 155 across all properties

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