

Griquas vs Sharks XV

DATE: Friday, August 15, 2025
LOCATION: Kimberley, Northern Cape, ZA

Event Description

Griquas vs Sharks XV is a premier sports event in Kimberley. 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: 72/100

Expected Attendance: 13,231 people

Event ID: 39Bv2HRywTtUqw99mX

Hotel Demand Indicators

ADR Impact Index: 7.6x 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: 5,292 across all properties

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