

# Lions vs Ulster Rugby

DATE: Saturday, October 25, 2025  
LOCATION: Johannesburg, Gauteng, ZA

## Event Description

Lions vs Ulster Rugby 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:** 68/100

**Expected Attendance:** 7,733 people

**Event ID:** 6v5KZcbfKomEs8tkCU

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,093 across all properties

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