

PSL - Durban City vs Chippa United

DATE: Saturday, January 31, 2026
LOCATION: East London, Eastern Cape, ZA

Event Description

PSL - Durban City vs Chippa United is a premier sports event in East London. 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: 65/100

Expected Attendance: 5,646 people

Event ID: 4zvrmfCduQ69kVJEAQ

Hotel Demand Indicators

ADR Impact Index: 7.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,258 across all properties

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