

PSL - Golden Arrows vs Richards Bay

DATE: Friday, January 30, 2026
LOCATION: Richards Bay, KN, ZA

Event Description

PSL - Golden Arrows vs Richards Bay is a premier sports event in Richards Bay, KN. 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: 60/100

Expected Attendance: 3,052 people

Event ID: 4pbuHVTLHBvBYyMnbU

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,221 across all properties

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