

# PSL - Kaizer Chiefs vs Marumo Gallants

DATE: Tuesday, January 27, 2026  
LOCATION: Bloemfontein, Free State, ZA

## Event Description

PSL - Kaizer Chiefs vs Marumo Gallants is a premier sports event in Bloemfontein. 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:** 5,924 people

**Event ID:** GMbw66DUagooCy829k

## 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:** 2,370 across all properties

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