

PSL - Magesi vs Stellenbosch

DATE: Friday, January 30, 2026
LOCATION: Stellenbosch, Western Cape, ZA

Event Description

PSL - Magesi vs Stellenbosch is a premier sports event in Stellenbosch. 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: 66/100

Expected Attendance: 5,959 people

Event ID: G7yf4f2P9JNp9xtUax

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,384 across all properties

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

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