

PSL - Stellenbosch vs Chippa United

DATE: Sunday, September 28, 2025
LOCATION: East London, Eastern Cape, ZA

Event Description

PSL - Stellenbosch 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: 63/100

Expected Attendance: 4,596 people

Event ID: CrtB6rHBA7RkTixxKv

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,838 across all properties

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