

# SA Rugby U21 Cup - Western Province U21 vs Sharks U21

DATE: Friday, August 29, 2025  
LOCATION: Durban, KwaZulu-Natal, ZA

## Event Description

SA Rugby U21 Cup - Western Province U21 vs Sharks U21 is a premier sports event in Durban. 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:** 77/100

**Expected Attendance:** 22,629 people

**Event ID:** CACBdYwvmhEW89aadR

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 9,052 across all properties

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