

# SA20 - Sunrisers Eastern Cape vs Paarl Royals

DATE: Wednesday, December 31, 2025  
LOCATION: Port Elizabeth, Eastern Cape, ZA

## Event Description

SA20 - Sunrisers Eastern Cape vs Paarl Royals is a premier sports event in Port Elizabeth. 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:** 76/100  
**Expected Attendance:** 19,000 people  
**Event ID:** DxLhJcaYgjTfzN3GVD

## 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:** 7,600 across all properties

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