

Sanlam Cape Town Marathon

DATE: Friday, October 17, 2025
LOCATION: Cape Town, Western Cape, ZA

Event Description

Sanlam Cape Town Marathon is a premier sports event in Cape Town. 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: 78/100

Expected Attendance: 24,999 people

Event ID: 8EUetEipVM8w4yB5Dg

Hotel Demand Indicators

ADR Impact Index: 8.1x 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: 10,000 across all properties

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