

# South African Sugar Technologists Association Congress

DATE: Tuesday, August 12, 2025  
LOCATION: Durban, KwaZulu-Natal, ZA

## Event Description

South African Sugar Technologists Association Congress is a premier conferences 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:** conferences

**Importance Rank:** 43/100

**Expected Attendance:** 428 people

**Event ID:** 5iTK7Kgxa4Lgun4YEi

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 171 across all properties

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