

# Stormers vs Lions

DATE: Saturday, December 20, 2025  
LOCATION: Newlands, Western Cape, ZA

## Event Description

Stormers vs Lions is a premier sports event in Newlands. 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:** 75/100

**Expected Attendance:** 17,088 people

**Event ID:** 44NjmpdAwpU3e5md4Y

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

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

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,835 across all properties

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