

# Summer Walker and Jessie Reyez

DATE: Sunday, October 5, 2025  
LOCATION: Pretoria, Gauteng, ZA

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## Event Description

Summer Walker and Jessie Reyez is a premier concerts event in Pretoria. 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:** concerts

**Importance Rank:** 60/100

**Expected Attendance:** 3,022 people

**Event ID:** J8ZZ7AYXXFsPh2Z37e

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,209 across all properties

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

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Document generated on 6/4/2026, 4:52:21 AM