

The Sharks vs Stormers

DATE: Saturday, January 31, 2026
LOCATION: Durban, KwaZulu-Natal, ZA

Event Description

The Sharks vs Stormers is a premier sports 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: sports

Importance Rank: 76/100

Expected Attendance: 20,288 people

Event ID: 6ikZWkFG2TvS8fSqd6

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: 8,115 across all properties

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