

United Rugby Championship - Lions URC vs Stormers

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

Event Description

United Rugby Championship - Lions URC vs Stormers 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: 76/100

Expected Attendance: 19,004 people

Event ID: 9E3m7zcqMczKLUv5BR

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: 7,602 across all properties

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