

United Rugby Championship - Sharks URC vs Stormers

DATE: Saturday, January 24, 2026
LOCATION: Cape Town, Western Cape, ZA

Event Description

United Rugby Championship - Sharks 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: 19,495 people

Event ID: 7MFRv4ccm84ro5EXV2

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: 7,798 across all properties

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