

General sporting event attendance

12.34M
Total attendance across all sporting codes

R8.11BN
Total spending across all sports in 2025: R8.11 billion.

Most popular sporting events



Soccer – 5.1-million spectators and participants

Predicted Spending **R3.3bn**



Rugby – 4.8-million spectators and participants

Predicted Spending **R3.2bn**



Cricket – 1.8-million spectators and participants

Predicted Spending **R1.2bn**



Marathons/ half-marathons

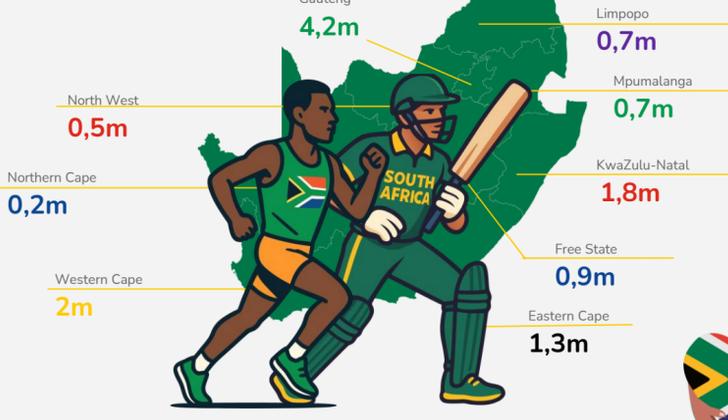


Basketball, golf, motorsport and athletics

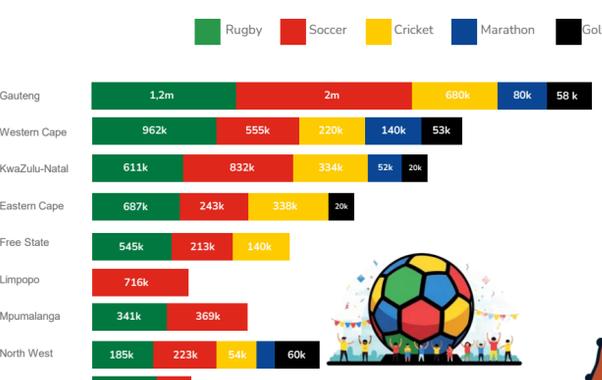
Sports attendance – Share %



Estimated sporting event attendance by province



Estimated sporting event attendance by province and code



Local and international sporting event attendance in 2025 (estimated)



Local events accounted for 77% of total attendance at sporting events in 2025*

- Top local event – Rugby Union Carling Currie Cup (Ford Pumas vs Griquas)
- Leading international event – Rugby Championship (South Africa vs Australia)

*The higher share for local events is largely due to their greater number compared to international events.

Top local events by attendance

Event	Attendance
Rugby Union (Ford Pumas vs Griquas)	103k
Premier Soccer League (Siwellele vs Kaizer Chiefs)	83k
Amazulu vs Kaizer Chiefs	82k
Toyota Challenge (Black Lions vs Free State Cheetahs)	73k
Rugby Union (Ford Pumas vs Boland Cavaliers)	62k
Blue Bulls vs Sharks	60k
Nedbank Cup final (Orlando Pirates vs Kaizer Chiefs)	55k
Orbit College vs Kaizer Chiefs	52k
Western Province vs Blue Bulls	46k
SA20 Sunnisers (Eastern Cape vs Joburg Super Kings)	41k

Top international events by attendance

- The Rugby Championship (South Africa vs Australia) – **110k**
- Two Oceans Marathon – **100k**
- Cricket Women's T20 (South Africa vs Ireland) – **89k**
- Rugby Union (South Africa vs Italy) – **81k**
- Golf Nedbank Golf Challenge – **60k**
- Soccer CAF Champions League semi-final (Pyramids vs Orlando Pirates) – **57k**
- Rugby Union Women's Internationals (South Africa vs Canada) – **55k**
- Motorsport World Supercross South African Grand Prix – **55k**
- Rugby Championship (South Africa vs Argentina) – **50k**
- The Rugby Championship (Sharks vs Munster) – **50k**

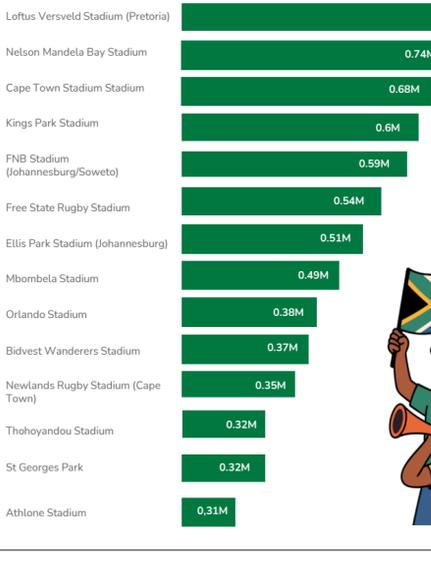
Estimated Top 15 sporting events by spend

1. Rugby The Rugby Championship (South Africa vs Australia) – **R89M** international
2. Marathon Two Oceans Marathon – **R80M** international
3. Rugby Rugby Union (Ford Pumas vs Griquas) – **R76M**
4. Soccer Premier Soccer League (Siwellele vs Kaizer Chiefs) – **R69M**
5. Rugby Rugby Union (South Africa vs Italy) – **R69M** international
6. Soccer Amazulu vs Kaizer Chiefs – **R68M**
7. Rugby Toyota Challenge (Black Lions vs Free State Cheetahs) – **R58M** international
8. Cricket Women's T20 (South Africa vs Ireland) – **R57M** international
9. Golf Nedbank Golf Challenge – **R52M** international
10. Soccer Nedbank Cup final (Orlando Pirates vs Kaizer Chiefs) – **R50M**
11. Rugby Rugby Union (Ford Pumas vs Boland Cavaliers) – **R49M**
12. Soccer CAF Champions League semi-final (Pyramids vs Orlando Pirates) – **R47M** international
13. Motorsport World Supercross South African Grand Prix – **R45M** international
14. Rugby Blue Bulls vs Sharks – **R60M**
15. Rugby Rugby Union Women's Internationals (South Africa vs Canada) – **R36M** international

Most popular events by attendance (estimated)

- Rugby**
1. The Rugby Championship (South Africa vs Australia) – **110k** international
 2. Ford Pumas vs Griquas – **103k**
 3. Rugby Union (South Africa vs Italy) – **81k**
 4. Toyota Challenge (Black Lions vs Free State Cheetahs) – **73k**
 5. Ford Pumas vs Boland Cavaliers – **62k**
- Soccer**
1. Siwellele vs Kaizer Chiefs – **83k**
 2. Amazulu vs Kaizer Chiefs – **82k**
 3. CAF Champions League semi-final (Pyramids vs Orlando Pirates) – **57k**
 4. Nedbank Cup final (Orlando Pirates vs Kaizer Chiefs) – **55k**
 5. Orbit College FC vs Kaizer Chiefs – **52k**
- Cricket**
1. Women's T20 (South Africa vs Ireland) – **89k**
 2. SA20 Sunnisers (Eastern Cape vs Joburg Super Kings) – **41k**
 3. SA20 Sunnisers (Eastern Cape vs Paarl Royals) – **38k**
 4. SA20 Sunnisers (Eastern Cape vs Pretoria Capitals) – **38k**
 5. CSA Four-day Series Division One 2024/25 (Lions vs Dolphins) – **34k**

Top venues by location and sport code



Proposed strategic pathways

Strategic Event Marketing & Destination Branding

Position South Africa as a premier destination for sports tourism by aligning major events with tourism marketing. This includes integrated global campaigns, co-branding with event organisers, and using star athletes as ambassadors.

Eg: "Play Here, Stay Here" – linking sports events to bundled travel offers.

Trade Partner Engagement & Travel Packaging

Equip global trade partners with compelling sports-plus-leisure packages through collaboration, training, and premium hospitality options.

Eg: Sports Tourism Marketplace – a B2B platform showcasing event packages to international buyers.

Visitor Experience & On-the-Ground Activation

Enhance the full visitor journey through welcome hubs, fan zones, and incentives that convert event attendees into longer-stay tourists.

Eg: Fan to Traveller Programme – turning fans into multi-day visitors via post-match promotions.

Content & Digital Engagement

Dominance digital conversations with real-time content, immersive storytelling, and optimised global reach around sports events.

Eg: Sport & Explore SA Digital Hub – a central platform linking event details with travel tools and itineraries.

How we gathered the insights?

Data Appeal – scraped the internet for digital traces related to sporting events, capturing anything that has been advertised, promoted, or shared online

- Digital footprint tracking
- Comprehensive event discovery
- Rich metadata and context
- Predictive forecasting



Why it matters – this approach provides timely, comprehensive and forward-looking insights, empowering tourism boards and businesses to make data-driven decisions around pricing, staffing, inventory and marketing, all aligned with real event-driven demand.

Used a statistical model to estimate event attendance and economic impact* **

Delivered a rich record of sporting events hosted in South Africa throughout 2025. **All data is based on estimates.**

We can now plan for future years

Source of Data : Data Appeal acted as the primary data source by scraping the internet for all digital traces of sporting events – anything advertised, promoted, or shared online. This method enabled comprehensive event discovery, digital footprint tracking, and the capture of rich contextual metadata. Using this online-generated dataset, a statistical model then estimated event attendance and economic impact, producing a consolidated record of sporting events in South Africa from January to November 2025.