

Botola Pro - UTS Rabat vs Kawkab Marrakech

DATE: Friday, October 31, 2025
LOCATION: Marrakesh, Marrakesh-Tensift-El Haouz, MA

Event Description

Botola Pro - UTS Rabat vs Kawkab Marrakech is a premier sports event in Marrakesh. 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: 62/100

Expected Attendance: 3,973 people

Event ID: To6x9xouiciNkgNALp

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,589 across all properties

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