

FKF Premier League - Mara Sugar vs Nairobi United

DATE: Monday, February 9, 2026
LOCATION: Nairobi, Nairobi County, KE

Event Description

FKF Premier League - Mara Sugar vs Nairobi United is a premier sports event in Nairobi. 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: 75/100

Expected Attendance: 18,633 people

Event ID: 4h86gDg5vHTq3LjMfD

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,453 across all properties

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