

FKF Premier League - Tusker vs KCB

DATE: Tuesday, January 20, 2026
LOCATION: Nairobi, Nairobi County, KE

Event Description

FKF Premier League - Tusker vs KCB 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: 65/100

Expected Attendance: 5,357 people

Event ID: 5s8Bf3ZsMDvLx3DzL6

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,143 across all properties

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