

Ligue 1 - EF Ouagadougou vs SONABEL

DATE: Sunday, January 25, 2026
LOCATION: Ouagadougou, Centre Region, BF

Event Description

Ligue 1 - EF Ouagadougou vs SONABEL is a premier sports event in Ouagadougou. 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: 67/100
Expected Attendance: 7,150 people
Event ID: HHaDPSRF57rTMcMpZm

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 2,860 across all properties

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