

Premier Division - St Joseph's vs Lincoln Red Imps

DATE: Wednesday, January 14, 2026
LOCATION: Gibraltar, GI

Event Description

Premier Division - St Joseph's vs Lincoln Red Imps is a premier sports event in Gibraltar. 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: 64/100

Expected Attendance: 5,007 people

Event ID: 7oCXDAjz4MwEszvtKk

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,003 across all properties

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