

Premier League - 1st Phase - Buhimba United Saints vs Express

DATE: Friday, January 23, 2026
LOCATION: Kampala, Central Region, UG

Event Description

Premier League - 1st Phase - Buhimba United Saints vs Express is a premier sports event in Kampala. 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: 71/100

Expected Attendance: 10,646 people

Event ID: BdmtMyAVTwUzJueHEb

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,258 across all properties

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