

Premier League - 1st Phase - Entebbe UPPC vs URA

DATE: Saturday, January 17, 2026
LOCATION: Kampala, Central Region, UG

Event Description

Premier League - 1st Phase - Entebbe UPPC vs URA 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: 10,909 people

Event ID: 6FYLkthLEaW8WZ7NGA

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: 4,364 across all properties

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