

Premier League - 1st Phase - Mbarara City vs Kitara

DATE: Friday, October 24, 2025
LOCATION: Butema, Western Region, UG

Event Description

Premier League - 1st Phase - Mbarara City vs Kitara is a premier sports event in Butema. 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: 61/100

Expected Attendance: 3,567 people

Event ID: 9GpejaDAj6p556k2nH

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,427 across all properties

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