

# Premier League - 1st Phase - UPDF vs URA

DATE: Wednesday, October 29, 2025  
LOCATION: Kampala, Central Region, UG

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## Event Description

Premier League - 1st Phase - UPDF 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:** 68/100

**Expected Attendance:** 8,312 people

**Event ID:** 5m8J4sgSQ9TGoKVFB

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x 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:** 3,325 across all properties

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