

Premier League - BDF XI vs Matebele

DATE: Friday, January 30, 2026
LOCATION: Gaborone, Gaborone City, BW

Event Description

Premier League - BDF XI vs Matebele is a premier sports event in Gaborone. 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: 54/100

Expected Attendance: 1,588 people

Event ID: J4VudNviwbKoX5v7GZ

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 635 across all properties

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