

Premier League - BDF XI vs Nico United

DATE: Wednesday, September 17, 2025
LOCATION: Selebi Phikwe, Central District, BW

Event Description

Premier League - BDF XI vs Nico United is a premier sports event in Selebi Phikwe. 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: 64/100

Expected Attendance: 4,939 people

Event ID: BFbfVYsMGtT5B8na2k

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,976 across all properties

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

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Document generated on 6/4/2026, 5:05:46 AM