Premier League - Calendar Stars vs Nico United

DATE: Sunday, February 8, 2026
LOCATION: Selebi Phikwe, Central District, BW

Event Description

Premier League - Calendar Stars 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: 60/100
Expected Attendance: 3,053 people
Event ID: C4WfzzpasNikHgRifi

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,221 across all properties

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