

# Premier League - Centre Chiefs vs Calendar Stars

DATE: Saturday, January 31, 2026  
LOCATION: Francistown, North-East District, BW

## Event Description

Premier League - Centre Chiefs vs Calendar Stars is a premier sports event in Francistown. 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:** 58/100

**Expected Attendance:** 2,643 people

**Event ID:** DsRaVukFhSyGSv6xV3

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,057 across all properties

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