

# Premier League - Centre Chiefs vs Nico United

DATE: Wednesday, August 27, 2025  
LOCATION: Selebi Phikwe, Central District, BW

## Event Description

Premier League - Centre Chiefs 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:** 7WYA2EXMSoUTwj7wc

## 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.*