

Premier League - Express vs URA

DATE: Tuesday, December 16, 2025
LOCATION: Kampala, Central Region, UG

Event Description

Premier League - Express vs URA is a premier sports event in Kampala. 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: 67/100

Expected Attendance: 6,910 people

Event ID: BsyYaQoRWbdnQKLfMc

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,764 across all properties

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