

Premier League - Extension Gunners vs Gaborone United

DATE: Friday, January 23, 2026
LOCATION: Gaborone, South-East District, BW

Event Description

Premier League - Extension Gunners vs Gaborone United is a premier sports event in Gaborone. 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: 74/100
Expected Attendance: 15,921 people
Event ID: HkqdKcEnG8GZ2UEfUX

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 6,368 across all properties

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