

Premier League - Kallon vs Wilberforce Strikers

DATE: Saturday, January 17, 2026
LOCATION: Freetown, SL

Event Description

Premier League - Kallon vs Wilberforce Strikers is a premier sports event in Freetown. 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: 56/100
Expected Attendance: 2,000 people
Event ID: nv5kjcvgppnfe4xfyg

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 800 across all properties

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