

Premier League - Kitara vs URA

DATE: Thursday, January 15, 2026
LOCATION: Kampala, Central Region, UG

Event Description

Premier League - Kitara 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: 69/100

Expected Attendance: 8,632 people

Event ID: 7yLnzLrfnBYM2i4oDL

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,453 across all properties

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

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