

Premier League - Limkokwing University vs Machokha

DATE: Saturday, October 18, 2025
LOCATION: Maseru, Maseru, LS

Event Description

Premier League - Limkokwing University vs Machokha is a premier sports event in Maseru. 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: 48/100

Expected Attendance: 813 people

Event ID: fPEhoGb4ddXSSadvkm

Hotel Demand Indicators

ADR Impact Index: 5.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 325 across all properties

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