

# Premier League - Liphakoe vs Maroala

DATE: Sunday, November 2, 2025

LOCATION: Maseru, Maseru, LS

## Event Description

Premier League - Liphakoe vs Maroala 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:** 56/100

**Expected Attendance:** 1,885 people

**Event ID:** 6wRnAWpmE8Cvx7pr37

## 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:** 754 across all properties

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