

Premier League - Luawa vs Wusum Stars

DATE: Saturday, August 23, 2025
LOCATION: Makeni, Northern Province, SL

Event Description

Premier League - Luawa vs Wusum Stars is a premier sports event in Makeni. 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: 1,973 people

Event ID: 8navqFpQVgy7ug7xrF

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: 789 across all properties

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