

Premier League - Maroons vs Buhimba United Saints

DATE: Saturday, September 27, 2025
LOCATION: Butema, Western Region, UG

Event Description

Premier League - Maroons vs Buhimba United Saints is a premier sports event in Butema. 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: 60/100

Expected Attendance: 3,340 people

Event ID: F5vJvPXE3PSyzW89cj

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,336 across all properties

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