

# Premier League - Nico United vs Centre Chiefs

DATE: Wednesday, February 4, 2026  
LOCATION: Gaborone, South-East District, BW

## Event Description

Premier League - Nico United vs Centre Chiefs is a premier sports event in Gaborone. 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:** 73/100  
**Expected Attendance:** 13,527 people  
**Event ID:** 7WVvRyvrcdU8JTRoC9

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 5,411 across all properties

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