

Premier League - Opening - Birkirkara vs Sliema Wanderers

DATE: Tuesday, September 16, 2025
LOCATION: bt GF & B&A Ö@

Event Description

Premier League - Opening - Birkirkara vs Sliema Wanderers is a premier sports event in bt GF & B&A 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: 71/100

Expected Attendance: 11,310 people

Event ID: 7UbkJqNLR5xfomRFjF

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,524 across all properties

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