

Premier League - Opening - Birkirkara vs Valletta

DATE: Saturday, August 16, 2025
LOCATION: bt GF &Bâ Ö@

Event Description

Premier League - Opening - Birkirkara vs Valletta is a premier sports event in bt GF &Bâ 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: 11,136 people

Event ID: J6txC96hZ4X7W4ks6L

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: 4,454 across all properties

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