

Premier League - Opening - Gzira United vs Hamrun Spartans

DATE: Saturday, September 20, 2025
LOCATION: bt GF &BÀ Ö@

Event Description

Premier League - Opening - Gzira United vs Hamrun Spartans is a premier sports event in bt GF &BÀ Ö@. 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: 70/100
Expected Attendance: 10,244 people
Event ID: HknVWm7rYTCLCHtbuA

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: 4,098 across all properties

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