

Premier League - Opening - Naxxar Lions vs Birkirkara

DATE: Wednesday, September 24, 2025
LOCATION: bt GF & B@

Event Description

Premier League - Opening - Naxxar Lions vs Birkirkara is a premier sports event in bt GF & B@ 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: 69/100

Expected Attendance: 8,717 people

Event ID: 7Wvuyh57npLaiApsAV

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,487 across all properties

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