

Premier League - TAFIC vs Centre Chiefs

DATE: Sunday, January 25, 2026
LOCATION: Gaborone, South-East District, BW

Event Description

Premier League - TAFIC 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: 74/100

Expected Attendance: 15,621 people

Event ID: CHqpCtRS2Yk5XBHPbD

Hotel Demand Indicators

ADR Impact Index: 7.8x 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: 6,248 across all properties

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