

Premier League - Township Rollers vs Centre Chiefs

DATE: Saturday, October 25, 2025
LOCATION: Francistown, Francistown City, BW

Event Description

Premier League - Township Rollers vs Centre Chiefs is a premier sports event in Francistown. 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: 75/100
Expected Attendance: 18,731 people
Event ID: AE22VBrrc4Vj8Gc7iB

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 7,492 across all properties

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