

Premier League - Township Rollers vs Sua Flamingoes

DATE: Saturday, January 24, 2026
LOCATION: Sowa, Central District, BW

Event Description

Premier League - Township Rollers vs Sua Flamingoes is a premier sports event in Sowa. 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: 54/100

Expected Attendance: 1,500 people

Event ID: 7F9fycnfEzzZZ4q7N3

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 600 across all properties

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