

Premier League - URA vs Calvary

DATE: Wednesday, January 28, 2026
LOCATION: Midigo, Northern Region, UG

Event Description

Premier League - URA vs Calvary is a premier sports event in Midigo. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 9QrTAJ4jmvvoavivQQ

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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