

Premier Soccer League - Manica Diamonds vs Kwekwe United

DATE: Sunday, August 31, 2025
LOCATION: Gweru, Midlands Province, ZW

Event Description

Premier Soccer League - Manica Diamonds vs Kwekwe United is a premier sports event in Gweru. 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: 58/100

Expected Attendance: 2,503 people

Event ID: 4dAmBvfTk9vH4faA9E

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,001 across all properties

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