

# Premier Soccer League - TelOne vs Highlanders

DATE: Sunday, August 17, 2025  
LOCATION: Bulawayo, Bulawayo Province, ZW

## Event Description

Premier Soccer League - TelOne vs Highlanders is a premier sports event in Bulawayo. 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:** 70/100  
**Expected Attendance:** 10,414 people  
**Event ID:** 56efqdreQ77ebFZzYv

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x 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:** 4,166 across all properties

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