

Super League - CIVO United vs Songwe Border United

DATE: Saturday, December 20, 2025
LOCATION: Karonga, Northern Region, MW

Event Description

Super League - CIVO United vs Songwe Border United is a premier sports event in Karonga. 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: 74/100

Expected Attendance: 15,335 people

Event ID: Ap97dicCRyy692N8Fr

Hotel Demand Indicators

ADR Impact Index: 7.8x 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: 6,134 across all properties

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