

Super League - Ekhaya vs CIVO United

DATE: Wednesday, August 27, 2025
LOCATION: Lilongwe, Central Region, MW

Event Description

Super League - Ekhaya vs CIVO United is a premier sports event in Lilongwe. 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: 10,404 people

Event ID: 8egKCdYchk39aPn23z

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: 4,162 across all properties

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