

Super League - Nyasa Big Bullets vs Songwe Border United

DATE: Wednesday, August 27, 2025
LOCATION: Karonga, Northern Region, MW

Event Description

Super League - Nyasa Big Bullets 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: 70/100

Expected Attendance: 9,981 people

Event ID: 9GKWheNBp4N8AhZMfd

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: 15km from venue

Estimated Room Nights: 3,992 across all properties

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