

# Super League - Red Arrows vs Mines United

DATE: Wednesday, January 28, 2026  
LOCATION: Kabwe, Central Province, ZM

## Event Description

Super League - Red Arrows vs Mines United is a premier sports event in Kabwe. 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:** 66/100

**Expected Attendance:** 6,604 people

**Event ID:** 6LeakfELTNrVSVDGf6

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,642 across all properties

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