

Super League - Songwe Border United vs Kamuzu Barracks

DATE: Saturday, August 23, 2025
LOCATION: Mponela, Central Region, MW

Event Description

Super League - Songwe Border United vs Kamuzu Barracks is a premier sports event in Mponela. 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: 71/100

Expected Attendance: 10,878 people

Event ID: DupySE84BPkWmdkT8W

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: 4,351 across all properties

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