

Super League - Songwe Border United vs Karonga United

DATE: Sunday, September 28, 2025
LOCATION: Karonga, Northern Region, MW

Event Description

Super League - Songwe Border United vs Karonga 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: 72/100

Expected Attendance: 12,290 people

Event ID: 6AiQpquvXCDSWPQMhC

Hotel Demand Indicators

ADR Impact Index: 7.6x 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: 4,916 across all properties

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