

Super League - ZESCO United vs Red Arrows

DATE: Saturday, February 7, 2026
LOCATION: Lusaka, Lusaka Province, ZM

Event Description

Super League - ZESCO United vs Red Arrows is a premier sports event in Lusaka. 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: 63/100

Expected Attendance: 4,623 people

Event ID: CYebkGdA36K2fEGKfC

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,849 across all properties

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