

# Club Friendlies - Club Friendlies 3 - HNK Gorica vs Maribor

DATE: Friday, September 5, 2025  
LOCATION: Upravna enota Maribor, SI

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## Event Description

Club Friendlies - Club Friendlies 3 - HNK Gorica vs Maribor is a premier sports event in the region. 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:** 68/100  
**Expected Attendance:** 8,156 people  
**Event ID:** HEyfhjn7RSQRiXL6MF

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x 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:** 3,262 across all properties

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

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