

Club Friendlies - Club Friendlies 3 - Köln vs Schwarz-Weiß Essen

DATE: Wednesday, September 3, 2025
LOCATION: Essen, North Rhine-Westphalia, DE

Event Description

Club Friendlies - Club Friendlies 3 - Köln vs Schwarz-Weiß Essen is a premier sports event in Essen. 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: 4,628 people
Event ID: EHstDDBi7rsyeDbfJo

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: 1,851 across all properties

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