

Club Friendlies - Club Friendlies 3 - Schalke 04 vs Borussia M'gladbach

DATE: Friday, September 5, 2025
LOCATION: Mönchengladbach, Nordrhein-Westfalen, DE

Event Description

Club Friendlies - Club Friendlies 3 - Schalke 04 vs Borussia M'gladbach is a premier sports event in Mönchengladbach. 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: 58/100

Expected Attendance: 2,413 people

Event ID: 3WwV4Z6XuLwgt6iL9E

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 965 across all properties

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