

# Club Friendlies - Club Friendlies 3 - Schalke 04 vs Twente

DATE: Thursday, November 13, 2025  
LOCATION: Enschede, Overijssel, NL

## Event Description

Club Friendlies - Club Friendlies 3 - Schalke 04 vs Twente is a premier sports event in Enschede. 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:** 75/100

**Expected Attendance:** 17,868 people

**Event ID:** 48ngHDg7Za89bGC5kJ

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x 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:** 7,147 across all properties

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