

Club Friendlies Women - Club Friendlies 2 - Brighton & Hove Albion vs Alhama

DATE: Wednesday, August 20, 2025
LOCATION: San Pedro del Pinatar, Región de Murcia, ES

Event Description

Club Friendlies Women - Club Friendlies 2 - Brighton & Hove Albion vs Alhama is a premier sports event in San Pedro del Pinatar. 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: 55/100

Expected Attendance: 1,717 people

Event ID: AeJphZq7hJQaDentWn

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 687 across all properties

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