

# Club Friendlies Women - Club Friendlies 2 - Como Women vs Juventus

DATE: Thursday, August 14, 2025  
LOCATION: Milano, Lombardia, IT

---

## Event Description

Club Friendlies Women - Club Friendlies 2 - Como Women vs Juventus is a premier sports event in Milano. 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:** 69/100

**Expected Attendance:** 9,372 people

**Event ID:** CFrmL6rKr8H9XF6c2

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x 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:** 3,749 across all properties

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

---