

Club Friendlies Women - Club Friendlies 2 - Hamburger SV vs Heerenveen

DATE: Saturday, August 30, 2025
LOCATION: Varel, Niedersachsen, DE

Event Description

Club Friendlies Women - Club Friendlies 2 - Hamburger SV vs Heerenveen is a premier sports event in Varel. 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: 50/100

Expected Attendance: 952 people

Event ID: Fmw3yoa5JtQ5zeMdvW

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 381 across all properties

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