

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

DATE: Sunday, August 17, 2025  
LOCATION: Milano, Lombardia, IT

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## Event Description

Club Friendlies Women - Club Friendlies 2 - Juventus vs Internazionale 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:** 9,177 people  
**Event ID:** CNHCLpeCkJfTwPniZx

## 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:** 3,671 across all properties

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

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