

# Club Friendlies Women - Club Friendlies 2 - London City Lionesses vs Bristol City

DATE: Saturday, August 16, 2025  
LOCATION: Failand, Somerset, GB

## Event Description

Club Friendlies Women - Club Friendlies 2 - London City Lionesses vs Bristol City is a premier sports event in Failand, Somerset. 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:** 48/100

**Expected Attendance:** 790 people

**Event ID:** J4VtJgxywA8isMBhzN

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 316 across all properties

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