

# Club Friendlies Women - Club Friendlies 2 - Milan vs Chelsea

DATE: Saturday, August 30, 2025  
LOCATION: Kingston upon Thames, England, GB

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## Event Description

Club Friendlies Women - Club Friendlies 2 - Milan vs Chelsea is a premier sports event in Kingston upon Thames. 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:** 53/100

**Expected Attendance:** 1,426 people

**Event ID:** 79oQijs67Du5FRJ7YY

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 570 across all properties

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

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