

Club Friendlies Women - Club Friendlies 2 - Villarreal vs Alhama

DATE: Thursday, August 14, 2025
LOCATION: Alhama de Murcia, Región de Murcia, ES

Event Description

Club Friendlies Women - Club Friendlies 2 - Villarreal vs Alhama is a premier sports event in Alhama de Murcia. 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: 46/100

Expected Attendance: 618 people

Event ID: CspP6JRvu44FhrEwBq

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 247 across all properties

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