

# Friendlies - Friendlies 2 - Jordan vs Albania

DATE: Tuesday, October 14, 2025  
LOCATION: Tirana, AL

## Event Description

Friendlies - Friendlies 2 - Jordan vs Albania is a premier sports event in Tirana. 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:** 72/100

**Expected Attendance:** 12,911 people

**Event ID:** 8CEX4XvfSbXi5AgyxH

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,164 across all properties

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