

# Friendlies - Friendlies 2 - St. Lucia vs Cuba

DATE: Wednesday, November 12, 2025  
LOCATION: Santiago de los Caballeros, Santiago, DO

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## Event Description

Friendlies - Friendlies 2 - St. Lucia vs Cuba is a premier sports event in Santiago de los Caballeros. 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:** 62/100

**Expected Attendance:** 3,956 people

**Event ID:** 9ACredgbSHmxsAK4Aa

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,582 across all properties

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

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