

# Friendlies - Friendlies 2 - Syria vs UAE

DATE: Thursday, September 4, 2025

LOCATION: Dubai, Dubai, AE

## Event Description

Friendlies - Friendlies 2 - Syria vs UAE is a premier sports event in Dubai. 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:** 66/100

**Expected Attendance:** 6,350 people

**Event ID:** GtBsjuwAzfeuQWC9gx

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,540 across all properties

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