

# Friendlies - Friendlies 3 - British Virgin Islands vs Cayman Islands

DATE: Wednesday, November 12, 2025  
LOCATION: George Town, George Town, KY

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## Event Description

Friendlies - Friendlies 3 - British Virgin Islands vs Cayman Islands is a premier sports event in George Town. 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:** 60/100  
**Expected Attendance:** 2,987 people  
**Event ID:** BZzChsPYWanRGpkoPR

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,195 across all properties

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

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