

# Friendlies - Friendlies 3 - Maldives vs Sri Lanka

DATE: Tuesday, September 9, 2025  
LOCATION: Colombo, Western Province, LK

## Event Description

Friendlies - Friendlies 3 - Maldives vs Sri Lanka is a premier sports event in Colombo. 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:** 54/100  
**Expected Attendance:** 1,561 people  
**Event ID:** NMTjiutPW7UfPBUphb

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 624 across all properties

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