

Friendlies Women - Friendlies 1 - Scotland vs Morocco

DATE: Friday, October 24, 2025
LOCATION: Casablanca, Grand Casablanca, MA

Event Description

Friendlies Women - Friendlies 1 - Scotland vs Morocco is a premier sports event in Casablanca. 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: 64/100
Expected Attendance: 5,065 people
Event ID: 57rAogyTuwfAsR4geY

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,026 across all properties

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