

Friendlies Women - Friendlies 1 - Scotland vs Ukraine

DATE: Friday, November 28, 2025
LOCATION: Jerez de la Frontera, Andalucía, ES

Event Description

Friendlies Women - Friendlies 1 - Scotland vs Ukraine is a premier sports event in Jerez de la Frontera. 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: 70/100

Expected Attendance: 9,861 people

Event ID: 496KBs66zbeRAc3DUe

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,944 across all properties

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