

Friendlies Women - Friendlies 2 - Lesotho vs Malawi

DATE: Friday, August 29, 2025
LOCATION: Blantyre, Southern Region, MW

Event Description

Friendlies Women - Friendlies 2 - Lesotho vs Malawi is a premier sports event in Blantyre. 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: 56/100

Expected Attendance: 2,034 people

Event ID: DfVxQDdM48FvBpKgEs

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 814 across all properties

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