

# Friendlies Women - Friendlies 2 - Montenegro vs Croatia

DATE: Friday, October 24, 2025  
LOCATION: Zmijavci, Splitsko-dalmatinska županija, HR

## Event Description

Friendlies Women - Friendlies 2 - Montenegro vs Croatia is a premier sports event in Zmijavci. 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:** 46/100

**Expected Attendance:** 620 people

**Event ID:** 3kUDjbvEz7MTokMn6w

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 248 across all properties

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