

# Friendlies Women - Friendlies 2 - Nepal vs India

DATE: Monday, October 27, 2025  
LOCATION: Shillong, Meghalaya, IN

## Event Description

Friendlies Women - Friendlies 2 - Nepal vs India is a premier sports event in Shillong. 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:** 69/100

**Expected Attendance:** 8,927 people

**Event ID:** CSbbLdEGEoiiqTMHx

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,571 across all properties

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