

Friendlies Women - Friendlies 2 - Russia vs North Macedonia

DATE: Monday, October 27, 2025
LOCATION: Strumica, Municipality of Strumitsa, MK

Event Description

Friendlies Women - Friendlies 2 - Russia vs North Macedonia is a premier sports event in Strumica. 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: 58/100
Expected Attendance: 2,604 people
Event ID: hAUihDW7VmrRRxx7XD

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,042 across all properties

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