

# 1. Division - Gjøvik vs Ski Elite

DATE: Wednesday, January 7, 2026

LOCATION: Ski, Viken, NO

## Event Description

1. Division - Gjøvik vs Ski Elite is a premier sports event in Ski. 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:** 600 people

**Event ID:** 4WBeU8QcmeRrsdweGW

## 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:** 240 across all properties

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