

1. Division - SISU vs Virum

DATE: Saturday, November 8, 2025

LOCATION: Virum, DK

Event Description

1. Division - SISU vs Virum is a premier sports event in Virum. 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: 47/100

Expected Attendance: 688 people

Event ID: ZJp4LFBGFvpm7eFEEq

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 275 across all properties

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