

## 2. Division - AB vs Ishøj

DATE: Wednesday, August 20, 2025

LOCATION: Ishøj, DK

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### Event Description

2. Division - AB vs Ishøj is a premier sports event in Ishøj. 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:** 52/100

**Expected Attendance:** 1,222 people

**Event ID:** 9kz8od3vqBeug5AEJ7

### Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 489 across all properties

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

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Document generated on 6/3/2026, 8:55:40 PM