

## 2. Division - HIK vs Fremad Amager

DATE: Friday, October 3, 2025

LOCATION: København, DK

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### Event Description

2. Division - HIK vs Fremad Amager is a premier sports event in København. 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:** 65/100

**Expected Attendance:** 5,429 people

**Event ID:** FWUv953ARpcvKRHWbY

### Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,172 across all properties

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