

## 2. Division - HIK vs Helsingør

DATE: Friday, August 15, 2025

LOCATION: Helsingør, DK

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### Event Description

2. Division - HIK vs Helsingør is a premier sports event in Helsingør. 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:** 55/100

**Expected Attendance:** 1,868 people

**Event ID:** gLWSguLrYJnym8WXwB

### Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 747 across all properties

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

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