

## 2. Division - Ishøj vs Næstved

DATE: Sunday, August 24, 2025

LOCATION: Næstved, DK

---

### Event Description

2. Division - Ishøj vs Næstved is a premier sports event in Næstved. 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:** 5,385 people

**Event ID:** 4oqgj5TMDmv3DpLbx4

### 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:** 2,154 across all properties

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