

## 2. Division - Thisted vs Helsingør

DATE: Friday, October 24, 2025

LOCATION: Helsingør, DK

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### Event Description

2. Division - Thisted 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:** 56/100

**Expected Attendance:** 1,925 people

**Event ID:** H9FTRCrjZwe7qvUjtJ

### Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 770 across all properties

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