

# 3. Division - Group 1 - Alta II vs Ullern

DATE: Saturday, September 20, 2025

LOCATION: Oslo, Oslo, NO

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## Event Description

3. Division - Group 1 - Alta II vs Ullern is a premier sports event in Oslo. 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:** 1,190 people

**Event ID:** 3Ecpzv2ATr2sFzjMF5

## 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:** 476 across all properties

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

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