

3. Division - Group 1 - Frigg vs Alta II

DATE: Sunday, August 31, 2025
LOCATION: Alta, Troms og Finnmark, NO

Event Description

3. Division - Group 1 - Frigg vs Alta II is a premier sports event in Alta. 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: 53/100

Expected Attendance: 1,341 people

Event ID: 3LAyoUh3tsdhuVbW5D

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 536 across all properties

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