

# 3. Division - Group 2 - Trygg / Lade vs Molde II

DATE: Sunday, August 17, 2025  
LOCATION: Molde, Møre og Romsdal, NO

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## Event Description

3. Division - Group 2 - Trygg / Lade vs Molde II is a premier sports event in Molde. 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:** 62/100  
**Expected Attendance:** 4,203 people  
**Event ID:** Ceam69UDZcGSrMxARL

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,681 across all properties

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

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