

# 3. Division - Group 4 - Bjarg vs Sandefjord

## II

DATE: Sunday, October 19, 2025  
LOCATION: Sandefjord, Vestfold og Telemark, NO

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### Event Description

3. Division - Group 4 - Bjarg vs Sandefjord II is a premier sports event in Sandefjord. 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:** 1,306 people

**Event ID:** HxekQJTAviXaJHVJwh

### 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:** 522 across all properties

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

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