

Basketligaen - Herlev vs Randers

DATE: Sunday, January 4, 2026
LOCATION: Randers, Randers Municipality, DK

Event Description

Basketligaen - Herlev vs Randers is a premier sports event in Randers. 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: 58/100

Expected Attendance: 2,632 people

Event ID: 3RfTewCn3WFLmVmMkL

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,053 across all properties

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