

Basketligaen - Horsens vs Herlev

DATE: Friday, October 10, 2025
LOCATION: Ballerup, Ballerup Municipality, DK

Event Description

Basketligaen - Horsens vs Herlev is a premier sports event in Ballerup. 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: 64/100
Expected Attendance: 4,900 people
Event ID: EGTPYcEBLfVXjZUswD

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,960 across all properties

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