

Basketligaen - Randers vs Værløse Blue Hawks

DATE: Sunday, January 18, 2026
LOCATION: Værløse, DK

Event Description

Basketligaen - Randers vs Værløse Blue Hawks is a premier sports event in Værløse. 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: 51/100

Expected Attendance: 1,147 people

Event ID: 8QhCBjj6Zwm8o5Qoc7

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 459 across all properties

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