

Basketligaen (W) - Amager vs Aabyhoj

DATE: Saturday, January 24, 2026

LOCATION: Aarhus, DK

Event Description

Basketligaen (W) - Amager vs Aabyhoj is a premier sports event in Aarhus. 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: 30/100

Expected Attendance: 100 people

Event ID: EDoZwWEpRL2Z5fQPkd

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 40 across all properties

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