

# BLNO (W) - Bærum vs Ulriken Eagles

DATE: Saturday, January 17, 2026

LOCATION: Bergen, Vestland, NO

## Event Description

BLNO (W) - Bærum vs Ulriken Eagles is a premier sports event in Bergen. 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:** 40/100

**Expected Attendance:** 300 people

**Event ID:** CvhFkN5htLzNvwJuSF

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 120 across all properties

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