

# Cup - 1st Round - Valur vs KR II

DATE: Saturday, October 18, 2025

LOCATION: Reykjavík, IS

## Event Description

Cup - 1st Round - Valur vs KR II is a premier sports event in Reykjavík. 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:** 54/100

**Expected Attendance:** 1,500 people

**Event ID:** E5UDBJ8NaqYYgrAmek

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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