

# Denmark Series - Group 1 - Glostrup vs Averta

DATE: Friday, August 22, 2025  
LOCATION: Rødovre, DK

## Event Description

Denmark Series - Group 1 - Glostrup vs Averta is a premier sports event in Rødovre. 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:** 58/100

**Expected Attendance:** 2,411 people

**Event ID:** EePswKwwBPPCknGub7

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 964 across all properties

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