

Denmark Series - Group 2 - Ringsted vs Allerød

DATE: Saturday, September 13, 2025
LOCATION: Lillerød, DK

Event Description

Denmark Series - Group 2 - Ringsted vs Allerød is a premier sports event in Lillerød. 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: 49/100

Expected Attendance: 903 people

Event ID: CQZb5kfkofZgQho7Br

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 361 across all properties

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