

# Denmark Series - Group 2 - Skjold vs Allerød

DATE: Saturday, October 25, 2025  
LOCATION: Lillerød, DK

## Event Description

Denmark Series - Group 2 - Skjold 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:** Arh3xQG3v6xK5S3mBU

## 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.*