

# Denmark Series - Group 3 - SfB-Oure vs Hedensted

DATE: Saturday, September 20, 2025  
LOCATION: Hedensted, DK

## Event Description

Denmark Series - Group 3 - SfB-Oure vs Hedensted is a premier sports event in Hedensted. 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:** AFEYAyfZKxRXsAAR6V

## 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.*