

# Denmark Series - Group 4 - ASA Aarhus vs Holstebro

DATE: Friday, October 31, 2025  
LOCATION: Holstebro, DK

## Event Description

Denmark Series - Group 4 - ASA Aarhus vs Holstebro is a premier sports event in Holstebro. 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:** 66/100

**Expected Attendance:** 6,643 people

**Event ID:** Hg97xtKkgYQUECrEG

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,657 across all properties

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