

FC Augsburg vs 1. FC Heidenheim

DATE: Saturday, September 27, 2025

LOCATION: Heidenheim an der Brenz, Baden-Württemberg, DE

Event Description

FC Augsburg vs 1. FC Heidenheim is a premier sports event in Heidenheim an der Brenz. 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: 74/100

Expected Attendance: 15,000 people

Event ID: E5dMJuEjnJkS7Un2Yh

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,000 across all properties

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