

# FC Copenhagen vs Soenderjyske

DATE: Saturday, September 27, 2025  
LOCATION: Haderslev, Haderslev Municipality, DK

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## Event Description

FC Copenhagen vs Soenderjyske is a premier sports event in Haderslev. 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:** 68/100

**Expected Attendance:** 8,202 people

**Event ID:** 46U8QuWiDRnF5XQu8g

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x 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:** 3,281 across all properties

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

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