

FC Midtjylland vs Brøndby IF

DATE: Sunday, August 31, 2025
LOCATION: Brøndby, Brøndby, DK

Event Description

FC Midtjylland vs Brøndby IF is a premier sports event in Brøndby. 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: 75/100

Expected Attendance: 18,552 people

Event ID: BJBWuc6B2APZgAuAHZ

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 7,421 across all properties

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