

# Formland - Interior and Design Trade Show

DATE: Sunday, August 17, 2025  
LOCATION: Herning, Midtjylland, DK

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## Event Description

Formland - Interior and Design Trade Show is a premier expos event in Herning. 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:** expos

**Importance Rank:** 70/100

**Expected Attendance:** 10,000 people

**Event ID:** 8xfnttdjvvbRezK3jg

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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

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