

# Ligaen - Nidaros vs Sparta

DATE: Sunday, October 19, 2025  
LOCATION: Sarpsborg, Viken, NO

## Event Description

Ligaen - Nidaros vs Sparta is a premier sports event in Sarpsborg. 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:** 54/100

**Expected Attendance:** 1,520 people

**Event ID:** 9mHAmQTUfSWYEhu2E6

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 608 across all properties

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