

# Ligaen - Vålerenga vs Storhamar

DATE: Tuesday, January 20, 2026

LOCATION: Hamar, NO

## Event Description

Ligaen - Vålerenga vs Storhamar is a premier sports event in Hamar. 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:** 62/100

**Expected Attendance:** 3,817 people

**Event ID:** Gkrc4tgMs92C6cLVBx

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,527 across all properties

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