

Pro B - Nord - Iserlohn Kangaroos vs BSW 06

DATE: Saturday, January 17, 2026
LOCATION: Sandersdorf-Brehna, Sachsen-Anhalt, DE

Event Description

Pro B - Nord - Iserlohn Kangaroos vs BSW 06 is a premier sports event in Sandersdorf-Brehna. 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: 50/100

Expected Attendance: 950 people

Event ID: 9AWCm3CDwdEpUy6LbL

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 380 across all properties

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