

# Randers FC vs Soenderjyske

DATE: Friday, September 12, 2025  
LOCATION: Haderslev, Haderslev Municipality, DK

## Event Description

Randers FC vs Soenderjyske is a premier sports event in Haderslev. 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:** 64/100

**Expected Attendance:** 4,789 people

**Event ID:** 7Y4HsV6uB7B99uXAb8

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,916 across all properties

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