

# Úrvalsdeild - ÍA vs Njardvík

DATE: Thursday, January 15, 2026  
LOCATION: Njarðvík, Reykjanesbær, IS

## Event Description

Úrvalsdeild - ÍA vs Njardvík is a premier sports event in Njarðvík. 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:** 44/100

**Expected Attendance:** 500 people

**Event ID:** 8MRxZrbkmbTeZw9hfr

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 200 across all properties

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