

# Úrvalsdeild - ÍA vs Thór Thórlákshöfn

DATE: Saturday, January 3, 2026  
LOCATION: Thorlakshofn, Sveitarfélagið Ölfus, IS

## Event Description

Úrvalsdeild - ÍA vs Thór Thórlákshöfn is a premier sports event in Thorlakshofn. 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** EkAYnbn8Fpe96EQNme

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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