Úrvalsdeild - Grindavík vs ÍR

DATE: Thursday, November 13, 2025
LOCATION: Reykjavík, Reykjavíkurborg, IS

Event Description

Úrvalsdeild - Grindavík vs ÍR is a premier sports event in Reykjavík. 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: 45/100
Expected Attendance: 562 people
Event ID: 8fFFnV8qmYfCLJVApu

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 225 across all properties

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