

# Úrvalsdeild - Stjarnan vs ÍR

DATE: Thursday, January 22, 2026  
LOCATION: Reykjavík, Reykjavíkurborg, IS

## Event Description

Úrvalsdeild - Stjarnan 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:** 5Xn6aLC9xyPNueu7qP

## 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.*