

Úrvalsdeild - Valur vs Ármann

DATE: Thursday, January 15, 2026
LOCATION: Reykjavík, Capital Region, IS

Event Description

Úrvalsdeild - Valur vs Ármann 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: 57/100

Expected Attendance: 2,274 people

Event ID: 7peZ7AVxHsrPEMLnfZ

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 910 across all properties

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