

SK Sturm Graz vs FC Midtjylland

DATE: Wednesday, September 24, 2025
LOCATION: Herning, Herning Municipality, DK

Event Description

SK Sturm Graz vs FC Midtjylland is a premier sports event in Herning. 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: 68/100

Expected Attendance: 8,331 people

Event ID: 3ahNt39ZeW6qhbuTTz

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,332 across all properties

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

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