

Superisligaen - Herlev Eagles vs Herning Blue Fox

DATE: Tuesday, January 20, 2026
LOCATION: Herning, DK

Event Description

Superisligaen - Herlev Eagles vs Herning Blue Fox 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: 59/100

Expected Attendance: 2,754 people

Event ID: Cs22mnEpG2N6ECq5cF

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,102 across all properties

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