

# Superliga - Midtjylland vs Viborg

DATE: Sunday, December 7, 2025

LOCATION: Viborg, DK

## Event Description

Superliga - Midtjylland vs Viborg is a premier sports event in Viborg. 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:** 64/100

**Expected Attendance:** 5,234 people

**Event ID:** 3oDfmP3pRtuEv9V7up

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,094 across all properties

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