

Superliga - Viborg vs Silkeborg

DATE: Saturday, February 7, 2026

LOCATION: Silkeborg, DK

Event Description

Superliga - Viborg vs Silkeborg is a premier sports event in Silkeborg. 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: 4,997 people

Event ID: AjA2uvDeQPswsGu4jf

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: 1,999 across all properties

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