

UEFA Conference League - 3rd Qualifying Round - Víkingur Reykjavík vs Brøndby

DATE: Thursday, August 14, 2025
LOCATION: Brøndby, Brøndby, DK

Event Description

UEFA Conference League - 3rd Qualifying Round - Víkingur Reykjavík vs Brøndby is a premier sports event in Brøndby. 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: 75/100

Expected Attendance: 17,329 people

Event ID: 7Nbere4Po2Br4QnaH4

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,932 across all properties

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