

UEFA Europa League - League Stage - Celtic vs Midtjylland

DATE: Thursday, November 6, 2025
LOCATION: Herning, Herning Municipality, DK

Event Description

UEFA Europa League - League Stage - Celtic vs 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: 70/100
Expected Attendance: 10,387 people
Event ID: 8hDAy2wrPBmiUQ6o5x

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,155 across all properties

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