

UEFA Europa League - League Stage - Genk vs Midtjylland

DATE: Thursday, December 11, 2025
LOCATION: Herning, Herning Municipality, DK

Event Description

UEFA Europa League - League Stage - Genk 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: 9,445 people

Event ID: Gs6gtW4dbx3MW2jL6t

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: 15km from venue

Estimated Room Nights: 3,778 across all properties

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