

# UEFA Europa League - League Stage - Midtjylland vs Brann

DATE: Thursday, January 22, 2026  
LOCATION: Bergen, Hordaland, NO

## Event Description

UEFA Europa League - League Stage - Midtjylland vs Brann is a premier sports event in Bergen. 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:** 71/100

**Expected Attendance:** 10,750 people

**Event ID:** 7derPYNVmJhvZdU59v

## 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:** 4,300 across all properties

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